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July 12, 1950

SARNOFF SPEARHEADS APPEAL FOR LOUDER WAR "VOICE OF AMERICA"

Among the first persons asked by the subcommittee of the Senate Foreign Affairs Committee to discuss a resolution offered by Senator William Benton, of Connecticut, to strengthen the Voice of America last week, was Brig. Gen. David Sarnoff, Chairman of the Radio Corporation of America. General Sarnoff's recommendation that a ring of powerful broadcasting stations should be built around the Iron Curtain countries at a cost of $200,000,000, hit the front pages of many newspapers of the country.

In line with this, Assistant Secretary of State Edward Barrett, in charge of the Voice of America, told the Senators that President Truman would submit a plan this week for expanding the Voice of America and a request for $100,000,000 funds to Congress.

In his broadcast last Sunday night over ABC, Drew Pearson advocated a special Voice of America Commission to report directly to President Truman. He suggested that some such person as Nelson Rockefeller should head it.

In his plea for a louder Voice of America, General Sarnoff was followed by Lieut. Gen. Walter Bedell Smith, Commander of the First Army and former Ambassador to Russia, Bernard M. Baruch and others.

General Sarnoff said that the Soviet Union and its satellites were putting out to the world 832 hours of programs a week, the United States 192 hours.

"I am informed", he said, "that in the past two weeks Russia has stepped up its service to North America to twenty-four hours a day, seven days a week. These Russian programs are in English."

The timing of this Russian action corresponds roughly with the invasion of the Republic of Korea by the North Korean Communists.

The United States, General Sarnoff testified, was particularly weak in stations between Tangier and the Philippines in the Mediterranean area and in Arabia and India.

Especially required, he declared, were both medium and short-wave stations of high power in Greece, Arabia, Iran, India, Pakistan, the Philippines, Japan and possibly on Okinawa, and short-wave stations in Alaska beamed toward Siberia.

When the $200,000,000 figure was mentioned, Senator Elbert D. Thomas (D), of Utah, observed that he disliked in such "an idealistic atmosphere" to ask such a question, but that nevertheless he wondered whether the American commercial radio industry would lobby against such heavy Government interference in radio work.

General Sarnoff replied with a smile that, speaking for "a not inconsiderable part" of the industry - the Radio Corporation of America - the answer was distinctly "no".

He believed that the rest of the industry would have the same answer, for, he added, this was a time when urgen national interest required something to be done that could not be done by private enterprise.

He told the subcommittee that the use of television as a part of the American propaganda effort should not be neglected, even though at the moment it was true that television signals could not jump the oceans.

He recommended the establishment of a commission to study the whole broadcasting subject and come forward in sixty days with a plan to submit to the President and Congress.

Drawing on his personal experiences in the Soviet Union, General Smith said "the highest compliment the Russians ever paid anybody is their jamming of the Voice of America broadcasts." He said the Kremlin decided to silence the American broadcasts after the Kasenkina incident, when masses of Russians believed the American account of the Russian school teacher who jumped from a Soviet consulate window in New York.

Mr. Baruch declared that an agency standing apart from the State Department was necessary because of the complexity of the struggle which would have so high a status as to report directly to President Truman.

This group, he said, could be connected with or be made similar to the National Security Council, and it should have in its hands not only the outgoing American propaganda but the highest and most secret incoming intelligence reports. These currently are in the charge of the Central Intelligence Agency.

"Our problems", Mr. Baruch declared, "are military and economic and psychological and spiritual and moral. We cannot separate them at all. You must have some central body that deals not only with the international situation but with the national situation. This body ought tc be under the direction of the President."

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G.E. PLANS TO BUY NEW RADIO, TV PLANT

The General Electric Company plans to expand its radio receiver manufacturing plant in Utica, N. Y., and increase employment from 600 to 750 persons.

Dr. W. R. G. Baker, G.E. Vice President and General Manager of its Electronics Department, said the company would purchase the building housing its receiver works and construct a 25,000 sq. ft. addition. G.E. now occupies the property under lease. Dr. Baker said the addition would be a one-story concrete block and steel structure, and that work on it was expected to start August 1st.

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RADIO, TV INDUSTRY INCREASED 1949 NEWSPAPER ADVERTISING

Leading national advertisers spent a total of $445,015,000 for newspaper space during 1949, a gain of 14.3% over 1948, according to the Bureau of Advertising, American Newspaper Publishers' Association, in its annual study, "Expenditures of National Advertisers in Newspapers, 1949."

America's big automotive firms, General Motors, Ford and Chrysler, added the largest amounts, dollarwise. GM jumped more than $9½ million, to top the expenditures list with $24,869,072 in 1949. Largest increase percentage-wise in the automotive field, 273.6%, was scored by Chrysler, which expanded its newspaper space purchases from $2,341,585 in 1948 to $8,747,966 in 1949. Ford almost doubled its budget from a previous $5,763,933 to 1949's $10,629,320.

The study noted that national advertisers' investment in newspapers, reaching an all-time peak of $445,015,000, put newspapers in the No. 1 position compared with all other media.

This, according to ANPA, represented:

More than 15 times as much as in farm magazines.
More than twice as much as in all four of the great national radio networks combined.
$32,000,000 more than in all general magazines combined.
Over $4,000,000 more than in all general and all farm magazines put together.

The radio and television industry spent $12,756,000 in newspaper advertising. Among the "Top 100" National Advertisers in Newspapers in 1949 were RCA $2,056,591, a 58% increase, Admiral, $1,117,121, a 2% increase, and DuMont $637,073, an increase of 178%.

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U.S. NEWS, RADIO, MEN RETURN FROM SOUTH AMERICAN AIR TOUR

Thirty-two U.S. editors, publishers, and radio executives have just returned from an eight-day plane trip to four major South American cities.

The trip, the host of which was Juan T. Trippe, President of Pan American World Airlines, was made aboard the Pan American Clipper Friendship, christened by Senora Eva de Peron, wife of the Argentine President, when the party stopped in Buenos Aires. Other stops were at Port au Said, Trinidad, Rio de Janeiro, Brazil, and Montevideo, Uruguay.

Among those from the radio industry were Gardner Cowles, President of the Cowles Broadcasting Company; Philip Graham, President of WTOP, Washington, D. C.; Rep. Carl Hinshaw of California, Interstate and Foreign Commerce Committee; William Randolph Hearst, Jr. Hearst stations; Senator Edwin C. Johnson, of Colorado, Chairman of the Senate Interstate Commerce Committee; Edward J. Noble, Chairman of American Broadcasting Co., and Frank White, President, Mutual Broadcasting System.

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"RADIO IS MIGHTY WEAPON IN NATION'S SERVICE" - TRAMMELL

Referring to the present crisis in Korea, Niles Trammell, Chairman of the National Broadcasting Company, speaking at the FBI National Academy in Washington, reminded his audience that radio proved itself a mighty weapon in the nation's service in World War II.

"On December 7, 1941, radio in the United States shouldered arms and, together with the American people and American industry, geared itself for total war", Mr. Trammell said. "Throughout the long years until victory was won, it carried the responsibility of broadcasting for the United States government. The story of its contribution is too large ever to be recorded in its entirety. Every wartime effort found its support in radio. Bond drives made compulsory savings unnecessary. Armies of workers were recruited in topping quotas for enlistment of nurses, and the idea of a nurses' draft was dropped."

Mr. Trammell spoke particularly of the great value of radio in civil defense training, rationing, conservation, psychological warfare and the entertainment of troops from the Aleutians to the South Seas.

"We won the shooting war, and on the heels of victory came a new threat to the liberties of free men: the expansion of Communist power wherever national weakness permitted -- by open aggression, by exported revolution, by propaganda which confuses and conquers, by espionage and by infiltration", Mr. Trammell concluded. "America, guarded for 150 years by two oceans, is not safe from this threat today. The consequences of defeat in the cold war can be quite as fatal to us as defeat in a shooting war.

"As the most powerful media of public expression, these same broadcast services mobilize our moral forces. They can forge a consciousness in the minds of our citizens of the meaning and value of our democracy. Our forefathers created this way of life by believing in it, fighting for it and making it work. If we are to keep it, we must believe in it just as deeply, practice it just as constantly, work for it daily .... and fight for it if need be. As in wartime, radio is again showing Americans what they can lose by defeat in the cold war and is awakening them to all that is at stake. And in bringing this message to the people, television is adding the gift of vision to radio's voice."

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A British book, "Television in Your Home" has just been published by Iliffe & Sons, Ltd., in London. It aims to tell every viewer just what television can mean to him. The price is 2s.

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PHONEVISION CREDIT OFFER WITHDRAWN; 11 COMPANIES INTERESTED

Zenith Radio Corporation has told the Federal Communications Commission that, since the Commission obviously didn't approve, it has withdrawn its "contingent credit" offer to manufacturers for building Phonevision decoder outlets into their television sets.

The company said 11 other manufacturers had indicated an interest in installing the outlets but that none had said it planned to participate in the contingent credit plan, under which Zenith offered credits against possible future royalties.

The assertions were made by John R. Howland, assistant to Commander E. F. McDonald, President of Zenith, in response to an FCC request for additional information. The Commission is holding up action on Zenith's request for additional time in which to start Phonevision tests, pending a decision on whether the company has over-promoted its pay-as-you-see TV system in violation of conditions laid down by the FCC.

Mr. Howland reiterated that Zenith made its offer to manufacturers because "we believe that by installing the outlets, the public would be saved very substantial expense in the event Phonevision should be ultimately approved and put into operation." The cost of installation in the factory would be between 7 and 25¢ whereas the cost of adapting sets later would be "substantially greater", Mr. Howland noted.

The Commission feared that Zenith's action would mislead the public into thinking that Phonevision has been or will be authorized and pointed out that in authorizing the tests, FCC specified that such an impression should not be created.

Mr. Howland pointed out that the outlets themselves are not patented and that "any television manufacturer is entirely free to install such outlets without the payment of any royalty to Zenith and irrespective of any suggestion from Zenith that they do so."

He said Zenith will not encourage the installation of such outlets by any means, "although we believe that our suggestion that such outlets be installed was and still is in the public interest."

He said the following manufacturers have indicated interest in installing the outlets: General Electric Co., Emerson Radio & Television Co., Magnavox, Stromberg-Carlson, Stewart-Warner Corp., Crosley Div. of Avco Mfg. Co., Colonial Div. of Sylvania Corp., Industrial Television, Inc., Wilcox-Gay Corp., and Hoffman Radio Corp. One other "major" TV manufacturer, he said, also indicated interest but asked that the fact be kept confidential.

Zenith's Phonevision test, scheduled to be held in Chicago for a 90-day period was originally authorized to start Feb. 8. Zenith is asking that the start be delayed until Oct. 1st.

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RADIO TO SURVIVE AS ECONOMIC FORCE, McCONNELL, NBC, PREDICTS

A prophecy that radio broadcasting will continue as an effective and vital force in American economy and society for as far ahead as anyone can currently foresee was given the South Carolina Broadcasters' Association last week by Joseph H. McConnell, President of the National Broadcasting Company.

"It is my conviction that sound broadcasting is now the basic advertising medium of the country, and that it will remain an effective and vital force in our economy and society for as far ahead as anyone can see", Mr. McConnell assured the South Carolina Broadcasters at their mid-year meeting at Myrtle Beach, S.C. "I do not mean to say that radio will not undergo drastic changes in the years ahead. No institution can remain static and survive in a changing world. Radio has been accommodating itself to shifting conditions ever since it was established a generation ago, responding to new requirements and reshaping itself as it went along.

"Today, radio's environment is being profoundly altered by the new force of television, and anyone who closes his eyes to that fact is whistling in the dark. But I am convinced that the sound broadcasting medium, which has lived and grown throughout the social and economic upheavals of the '30s and '40s, will adapt itself to the new environment of the '50s and '60s. It will do so because we, the broadcasters of America, will have the flexibility to develop the new services and business methods which radio needs for its future health.

"I have strong personal feelings on the matter, because my company has a major stake in sound broadcasting, and in television as well. While we are developing television to its maximum, we are determined to see to it that sound broadcasting will continue as a strong and useful medium on a permanent basis. The facts showing that this can be done are all around us."

Among the facts cited by Mr. McConnell were the great opportunities afforded to radio by today's market, with its increase in consumer demands and purchasing power, and the capacities of the broadcasting medium to capture its share of the country's growing advertising expenditure. He stressed that radio is not a single medium, but a group of media, with functions as varied as the demands of the market.

Stating that the equation for measuring radio's advertising value is size times impact in relation to cost, Mr. McConnell developed the fact that even after the full effect of television is taken into account, national radio will remain the biggest and most comprehensive medium in America, offering sales effectiveness at a cost which no other medium can match.

Those pressing for radio reductions on the basis of television's effect on radio listening are comparing radio's high value today with the super-values it offered when it was the only broad-

casting service and they fail to compare the values of radio today with the present values of the printed media with which it competes, Mr. McConnell pointed out.

Although radio is providing great advertising values, the time will inevitably come, Mr. McConnell said, when radio rates must be reappraised and adjusted in order that the industry can continue in good economic health. The single objective of such a rate adjustment, he asserted, will be to keep the cost of advertising by radio in proper relation to its value so that no other medium can match radio's effectiveness at its cost. For as long as sound broadcasting retains this advantage, it will live and grow with advertising support, he declared.

Referring to the present international crisis, Mr. McConnell called upon the broadcasters to thwart the efforts of Communist agents to penetrate the broadcasting industry and sabotage it from within. It is not enough, he declared, to attempt to neutralize the efforts of Communist saboteurs by checking scripts for subversive material. Radio's message, he said, must affirmatively support and advance the ideals of American democracy and radio cannot accomplish this mission with confidence or effectiveness if it harbors traitors within its own house, he asserted.

"We propose to keep our own house clean to the very best of our ability", Mr. McConnell told the South Carolina broadcasters, "and I am sure that all other broadcasters will want to do the same."

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ALLEGED KILLER GIVES UP TO WINCHELL AFTER BROADCAST APPEAL

Walter Winchell, Hearst columnist and radio commentator, persuaded Benedict Macri, 37, sought for a year in the fatal stabbing of William Lurye, union organizer, to surrender to him.

Mr. Winchell had pledged that he would turn the $25,000 reward offered by the International Ladies' Garment Workers Union to the Damon Runyon Cancer Fund.

The surrender followed a series of broadcast appeals made by Winchell. He appealed to Macri, pointing out that he had a wife and two children and never had been in trouble before. Macri operated a women's dress-manufacturing shop in the building in which the union organizer was killed.

"Come in, B.M., come in to me", Mr. Winchell appealed. "Don't forget, the $25,000 reward is - for DEAD or ALIVE!"

The columnist met the fugitive and a go-between and shortly afterwards surrendered the wanted man to the police and entered a claim for the reward for the Cancer Fund, of which he is treasurer.

On Aug. 25, 1939, Louis (Lepke) Buchalter, head of Murder, Inc., and wanted as Public Enemy No. 1, surrendered to Mr. Winchell and was turned over to the authorities. He afterwards was convicted and executived.

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COLOR TV READY BUT CONDON EXPERTS WANT ONE SYSTEM ONLY

A committee of independent experts Tuesday, July 11, said color television may be safely authorized now, but only one system should be adopted.

The report was by the Senate's Advisory Committee on Color TV, set up a year ago.

Headed by Dr. Edward U. Condon, Bureau of Standards Chief, it included Newbern Smith, Bureau radio expert; Stuart L. Bailey, President, Institute of Radio Engineers; William L. Everitt, University of Illinois, and Donald G. Fink, Editor, Electronics Magazine.

The Committee asserted:

1. Color TV can be handled within the bandwidths now assigned to black-and-white.

2. Three systems - Radio Corp. of America, Columbia Broadcasting System and Color Television, Inc., are available in the band-width.

3. Because of wide differences in engineering details, the three systems are "mutually exclusive - one and only one must be chosen for general licensing."

The experts avoided a choice of the three.

The report is now being reprinted and copies may be had by addressing Senator Edwin C. Johnson, Chairman, Senate Interstate Commerce Committee, Washington, D. C.

In a reply brief filed Monday, July 10, with the Federal Communications Commission, the Columbia Broadcasting System pointed out that the "Proposed Findings of Facts and Conclusions" recently filed by RCA in connection with the FCC's color television hearings "are on their face clearly self-contradictory, incomplete and superficial."

Even a brief analysis of the RCA "Findings", the CBS "Reply" noted, discloses that the "so-called 'Findings' ignore the record, are against the great weight of the evidence, and in many cases are not even supported, but are actually contradicted, by the few citations which RCA has furnished."

Similarly, CBS said, CTI's proposed "Findings" are "subject to the same basic and fatal defect as RCA's document in their almost exclusive reliance on CTI's own witnesses, and in their wholly ignoring all adverse testimony."

The failure of the Radio Manufacturers' Association, Philco and DuMont to file "Findings", CBS noted, even though they had been invited by the FCC to do so, exposes the fallacies of their claim that color television should further be delayed.

The RCA brief concluded:

"The RCA case, in sum, is that its color system, by the use of the most advanced techniques of modern electronics, permits the highest color standards of any system before the Commission. The color fidelity of the RCA system is not compromised, as is that of CBS, by the necessity to select color primaries to reduce flicker. The RCA system is fully compatible - a factor of greatest importance in making it possible for the broadcaster to promote color now.

"The CBS case does not directly attack the fundamental capability of the RCA system to do what RCA says it will do. But, by concentrating on some of the apparatus defects which appeared at the RCA demonstrations of last Fall, CBS rides the theme that there is 'grave doubt' whether all these defects have been eliminated.

"This is the CBS of its proposed findings, and, in large part, the CBS of the hearings.

"But there is another CBS. When pressed on cross-examination by some of the Commissioners themselves, CBS gave some answers which are an interesting contrast to the 'grave doubt' theme of the CBS findings."

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TV SERVICE RATES LOWERED; BETTER BUSINESS BUREAU COMPLAINTS

The RCA Service Company this week announced reductions in its factory-service television contract prices resulting largely from the development of what it says improved RCA Victor television receiver chassis which is expected to reduce installation and normal servicing costs.

Offering performance with 30 per cent fewer parts and 20 per cent fewer connections, the new chassis is incorporated in all new RCA Victor television receivers, to be publicly introduced July 17.

In making the announcement, C. M. Odorizzi, Vice President in Charge of RCA Victor Service, voiced a warning that the television industry is facing a critical shortage of trained service technicians.

Hugh R. Jackson, President of the Better Business Bureau of New York, last week declared that the high volume of complaints received in connection with television set sales and servicing in the last five months had shown the need for a vigorous drive to curb the misleading practices and to give the public unbiased, authentic facts on essential points of buying sets and obtaining service.

While blaming the frauds on a small element of those in the trade, he called them a serious threat to a bright new industry.

In the first five months of this year, Mr. Jackson said, a total of 2,202 inquiries and complaints regarding radio and television were received. Complaints alone numbered 1,263, an increase of 233 per cent over the number received in the same category during the like period of last year.

This unusual rise in complaints was the highest for such a period during the twenty-eight years of the B.B.B.'s history, he added. The amount of increase ran far ahead of the estimated 110 per cent of set sales in the metropolitan area, and the total was 18 per cent of all merchandise complaints, compared to 7.9 percent last year.

Mr. Jackson offered a code of standards for the advertising and selling of television sets, radios and home appliances, prepared by the bureau and already endorsed by important trade groups in the city. This code will become effective on July 15, and will be administered by a new division of the bureau.

Three main phases of the campaign will be voluntary adoption of these standards, action where necessary by the new division, and distribution of a guide for consumers.

The guide, which gives forthright facts about television set reception, certain limitations of receivers and detailed advice on manufacturers' guarantees, and on types of service contracts, will be distributed through cooperating groups. These include a representation of nearly all of the city's 3,000 radio-TV retailers. Individuals may obtain copies at 10 cents each by addressing requests to the Better Business Bureau, 280 Broadway, New York 7, New York.

Emphasizing that the lower prices on RCA Factory-Service Contracts result largely from RCA Victor and RCA Service Company research, engineering, and experimentation which produced the new, more efficient, easier-to-service chassis, Mr. Odorizzi said that the lower prices would apply to two basic factory service contracts, providing, respectively:

Plan 1: Installation, a year's guarantee on parts and picture tube, and unlimited service for 90 days, with service as needed thereafter at a flat rate of $5.75 per call.

Plan 2: Installation and a year's unlimited service and picture tube and parts protection at a "package" price.

For the full-year service and parts-protection plan, the new prices covering 10-inch and 12½-inch RCA Victor receivers are $39.95 with built-in antenna and $59.95 with standard outdoor antenna. These prices represent a substantial reduction in each category from the previous prices for 12½-inch receivers.

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MARSHALL FIELD'S CHICAGO NEWSPAPER ASKS $64 TV QUESTION

(Reprinted from Chicago Sun-Times Talkies column by Kay Allen)

The Question: Which "normal activities" have you sacrificed because of TV?

The Place: Ohio and Michigan.

The Answers:

Mrs. Ruth Cohen, Garfield Park, housewife: "We haven't gone to movies much since we got our TV set. We used to enjoy going out to shows a great deal before. Also I used to play cards. Now we find that there are so many good programs to enjoy at home in our easy chairs. I wouldn't say we've 'sacrificed' anything; we've just changed our habits of entertainment."

Jack Hoefler, North Side, salesman: "In my case, pleasure interferes with business. I used to do a lot of calling on accounts before TV. Now I do very little business in the evenings. I don't see as many movies as I did. The shows on TV are a good substitute. I guess I save cash there."

Nancy Wright, North Side, singer: "I have a TV set at home and I enjoy it a great deal. As a matter of fact, I have appeared on TV. I think one would be foolish to 'sacrifice normal activities' for TV amusement, however. There's room for a lot of improvement in the programs on all stations."

T. N. Ford, North Side, salesman: "Why it's mostly reading and going to movies that I have given up. I used to read a great deal more magazines, books and newspapers. I saw many more shows. Now I find I learn a lot and am entertained too by staying right in the house watching TV."

Mary Saigh, Austin, student: "Having TV has affected mostly just my movie-going. I used to go to shows two or three times a week. I've gone to the theater twice in the last two months. You can see some good movies as well as other programs on TV.

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VAST COMMUNICATIONS IMPROVEMENTS NEEDED, ARMY TOLD

Despite the great progress which has been made in all forms of communications, they are still inadequate to meet requirements of the present, Brigadier General David Sarnoff warned at Fort Monmouth today (Wednesday, July 12).

Speaking at the U. S. Army Signal Corps ROTC Summer Camp attended by members of the Signal Corps, under the leadership of the Chief Signal Officer, Maj. Gen. S. B. Akin, who had as guests and Presidents and representatives of 40 colleges and universities, General Sarnoff declared that no nation will remain strong if it

relinquishes even for an instant, its interest in the development of science and communications. He urged military leaders and educators to encourage the pioneering spirit of youth in science to make America's national defense more secure and to more readily achieve world peace.

"We live in an unstable world that faces sudden changes and unpredictable crises that call for swift action", declared General Sarnoff. "Therefore, communication facilities must be rapid, reliable and adequate. They can be used effectively to advance our purposes on the educational, commercial, political and military fronts."

The "Voice of America" is still a whisper, he said, and it reaches a trifling percentage of the world's population. He pointed out that an effective and world-wide network system of broadcasting is vitally needed.

"Should war ever come again, television will be a vital factor in communications on land, sea and in the air", he said. "No matter where a battle is waged, it will be under the eyes of television and will be viewed by the military strategists even across the seas. In fact, it is within the range of possibility that the general public itself may be able to see the action on a battle line while sitting in their homes in front of their television sets.

"Television must be extended beyond our borders and it is none too soon to begin in earnest the development of a system of international television. It can be done. If we add television and strengthen sound broadcasting in the international field, we shall be able to extend the Voice and Vision of America to many parts of the world. Our way of life and democracy in action could be seen as well as heard by people struggling for freedom from Communism.

"The need for direct and instant communication with all parts of the world calls for more channels than are now available for use in the radio spectrum. To meet this challenge we must develop additional channels in other parts of the spectrum. Also, we should increase the speed of communications by passing more information over the frequencies that are available. Ultrafax, a system of communication capable of transmitting a million words a minute, is beyond the laboratory stage. It is ready for military and commercial development.

"International telephony, too, is limited in its present speed and scope. There is need for wider services and greater flexibility."

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SCISSORS AND PASTE

An Old Newspaper Pal Sizes Up Bob Kintner
(Robert H. Fetridge in "New York Times")

Not so many years ago we rubbed shoulders in Wall Street with a young financial news reporter of The New York Herald-Tribune, by name Robert (Bob) E. Kintner.

During the last war we would run across his name in the various jobs assigned him by the Army and noted in 1944 that he had received his medical discharge with the rank of lieutenant-colonel.

Just last week we were ushered into the office of the president of the American Broadcasting Company. And who should be staring at us from the desk in the corner? Yep! None other than Bob Kintner.

He had successfully bridged that gap between newspaperdom and a post of top quality in the business world. And, seemingly with the ease that a newspaperman can one day handle an intricate trial story and the next be in the midst of reporting a world war.

Kintner's introduction to the radio world was quite sudden and unexpected. He left the Army with the firm intention of returning to newspaper work. But he had hardly shed his uniform when Edward J. Noble, Chairman of ABC, and whom Bob had known in Washington as the Under-Secretary of Commerce, invited him to lunch. ABC had been a subsidiary of Radio Corporation of America and the junior network in the National Broadcasting System. When the Government split the ownership of the two networks, Mr. Noble stepped in, relinquished some of his duties as head of Life Savers Corporation and plunged into the radio broadcasting field.

At this luncheon, Ed waid: "Why don't you come into radio?" In a matter of days, Bob was installed as Vice President of ABC. That was in 1944. Just this year he was elected President.

The transformation and interweaving of radio and television broadcasting has presented some mighty complex problems for the networks.* * *

Curiously enough, Bob has also emerged as one of television's master salesmen. Under his direction the network has just completed a record week from the standpoint of new programs purchased and television network sales. He has wrapped up eight evening half-hour periods to nine different sponsors, for gross business of $4,000,000. If this sort of thing goes on, it won't be long before paid TV programs will span a twelve-hour period each day of the week and run over into other hours.

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Suggests Radio Weather Reporters Skip Barometer, Etc.
(W. A. Williamson in "The Washington Post")

If broadcasters of Weather Bureau reports realized how few listeners understood accurately the significance of barometer dial movements, they would omit all barometer talk for the same reason that the bureau omits it.

"The barometer is falling", we are told. "So what", responds the listener. Bureau nontechnical, simple worded reports, are frequent. They omit reference to the celestial and terrestrial signs and portents being studied. Nothing is said about the captive balloons sent high aloft to record wind currents or the many other animate and inanimate sources being tapped for weather information. Our newspaper and radio simply give the end product, which "speaks to us with most miraculous order".

Thousands of Washington area early rising workers, keen for the early radio weather reports, live high up in apartment buildings. For at least the half of each year a look out of their windows discloses "darkness there and nothing more". Even during the Summer they lack means for noting roadway and walking conditions.

Each day's clothing and accessories decisions must be made quickly. So, if the radio voice will skip the barometer surplusage and the amusing solicitude for farmers in Maryland and Virginia and use a firm voice in telling what to wear and carry along, it will help no end.

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Attention Members of Congress!
(Reuter's-London)

The world's most elaborate amplification system, now being installed in every part of the new House of Commons, is the direct result of a wartime Churchill decision.

Planning the design of the new House, a team of members of Parliament, headed by Winston Churchill, then Prime Minister, decreed that so far as possible the new Commons should be a replica of the one destroyed by Hitler's bombs in 1941.

The old House was planned a century ago, however, and the high oak roof meant bad acoustics. Consequently, the new Commons will have 550 loudspeakers.

The eye of tradition will not be outraged either. Engineers have taxed their ingenuity and the loudspeakers are concealed cunningly in carvings on oak desks, on pillars and head rests and even hidden behind plaques bearing the portcullis design that is the symbol of the Commons.

Sound experts emphasize that amplification will be so gentle as merely to raise the voices of speakers to "comfortable hearing level" in every part of the chamber.

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TRADE NOTES

John S. Hayes, Vice President and General Manager of Station WTOP, Washington, D. C., will serve as Chairman of Business Employees' Unit I in the 1951 Community Chest Federation Campaign in the National Capital. Solicitation will begin early in October.

A new motion picture that shows the evolution of a modern television receiver, from designer's drafting board to finished product, has been produced by Philco Corporation and is being shown by the company's distributors throughout the country. Theme of the new movie, entitled "The Story of Philco Quality in Mass Production" is the precision and careful control of quality in each step of manufacturing television components as well as the complete receiver.

National Airport in Washington, D.C. is one of 44 terminals operated by the Civil Aeronautics Administration that will be equipped next year with the latest thing in aircraft direction-finders.

Known as "Very High Frequency Aircraft Direction Finders" (VHF-ADF), the device makes it possible for the airport traffic controller to know definitely which of the planes on his radar screen is communicating with him by radio.

A CAA spokesman said a contract with the Bendix Aviation Corp. calls for first delivery of equipment in July, 1951. Installation will begin a month later.

Rear Admiral Walter Albert Buck, U.S.N. retired, has been elected Vice President and General Manager of RCA Victor Division, Radio Corporation of America, to succeed the late John G. Wilson.

Admiral Buck has served as Operating Vice President of the RCA Victor Division since January 7, 1949. He had previously been President of Radiomarine Corporation of America, a service of RCA, which he joined upon his retirement in March, 1948, from the Navy. In retiring from the Navy, he ended a distinguished career of 30 years in the service, the last two of which he served as Paymaster General and Chief of the Bureau of Supplies and Accounts. For his services in World War II, he received the Legion of Merit with Gold Star and other honors.

A scheduled tour of American service bases in Germany by Ralph Edwards and his CBS "Truth or Consequences" show was canceled last week by the United States Army, because of lack of overseas military air transport, brought about by the Korean crisis.

Fourteen members of the cast had been flown from Hollywood to Westover Field, Mass., on Sunday, preparatory to taking off for Frankfurt, Germany. They were notified late last Thursday afternoon that the flight, scheduled for Friday morning, had been canceled.

The "Truth or Consequences" company had been scheduled to entertain at Heidelberg July 16, Frankfurt July 17, Wiesbaden, July 18, Berlin, July 19, Nurnberg July 21, and Munich July 22.

Ralph Edwards and his wife are in Europe already, having sailed June 27 on the S.S.America.

Leslie Atlass, CBS Central Western Vice President, and Manager of Station WBBM, has just introduced a new documentary series dealing with race relations in Chicago. The series is captioned "The Quiet Answer" and is set for a seven weeks' run.

Half-hour shows, written by Perry Wolfe, will make use of taped reports culled from about 100 hours of wire-recorded interviews conducted by Wolfe, Dave Moore and Fahey Flynn, narrator of the series.

Station's previous documentary, "Report Uncensored" carried in 1948, copped top public service honors including a personal presentation to Mr. Atlass by President Truman and Variety's showmanship award.

The RCA Victor Division of the Radio Corporation of America has completed arrangements under which the Commercial Credit Company, national financing organization, will finance sales of RCA Victor products from distributors to dealers, and will also underwrite time payment sales by dealers to consumers. While the pact applies to the company's complete line of products, it is expected that television and radio distributors and dealers will be the principal participants.

Mrs. Clarence Day, who controls the rights to "Life With Father", has filed suit in United States District Court for an injunction restraining the National Broadcasting Company from continuing presentation of its new program, "My mother's Husband" starring William Powell.

In her complaint, filed by Basil N. Bass, Mrs. Day alleges that "My Mother's husband" infringes the copyright covering "Life With Father" and represents unfair competition. She seeks damages of $250 for each time that the program was heard. "My Mother's Husband" has been carried the last two Sundays by NBC.

Ed Wynn is the latest star in television and radio to move from CBS to NBC. The acquisition of Wynn follows closely on Groucho Marx' move to NBC and the signing of Bob Hope.

A new RCA Senior VoltOhmyst, first electronic service-type voltmeter providing direct peak-to-peak measurement of complex wave shapes up to 1400 volts is being offered by the Test and Measuring Equipment Section of the RCA Tube Department.

Especially designed for television signal tracing and industrial servicing, the new RCA Senior VoltOhmyst, WV-97A, contains a full-wave, high-impedance, high-frequency signal-rectifier circuit featuring wide frequency response and high voltage ratings.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

INDEX TO ISSUE OF JULY 19, 1950

No. 1930

July 19, 1950

DOUBT TV IS HEADED FOR MOTHBALLS - ANYWAY NOT BEFORE ELECTION

One of the biggest nightmares the broadcasting industry has had in connection with war preparations is the rumor that because television is using 12 channels of six megacycles (6000 kilocycles) width, which might interfere with the radar screen to ring the country, all television stations, 106 to be exact, may be closed down. However, this is not taken too seriously in certain quarters.

Oddly enough, one of the first arguments advanced against the report is that it is too near the Fall elections and not only would Senators and Representatives up for re-election be deprived of one of the greatest publicity mediums yet devised, but high officials from the President down would likewise lose this valuable outlet. Furthermore, it would be a headache for any politician in a television area to have to try to explain the necessity for suddenly blacking out the 6,500,000 television sets of the country.

One observer pointed out that military authorities themselves may have encouraged the television shutdown rumor as an indication of what punishment could be meted out to broadcasters in case they allowed their commentators to become too critical - such a situation as General MacArthur has just had to deal with as a result of a subordinate trying to force newsmen to write only favorable things about the Army in Korea.

If true, there could certainly be no justification of this found in World War II. Under the voluntary radio censorship so wisely administered by J. Harold Ryan, it was doubtful if there was ever a single serious complaint that was not quickly adjusted. No nation probably ever received finer cooperation than the United States did from the broadcasters.

Much more plausible than the rumor that the television stations may be closed down is a report that the Government's call for essential materials used in the manufacture of television sets may cause a shortage of receivers in the Fall.

Frank A. D. Andrea, President of the Andrea Radio Corporation, revealed last week that the Army Signal Corps already has awarded contracts totaling more than $36,000,000 to thirty-six component suppliers and set manufacturers for electronic equipment.

The contracts require manufacturers to supply tubes, amplifiers, power units and other parts and components used in television manufacturing. Mr. Andrea said the contracts aggravate a shortage of components and parts already a serious threat to huge production plans of manufacturers of television receivers.

New large-scale contracts for electronic equipment for the expanding armed forces are a strong possibility because of the Korean situation, Mr. Andrea went on. He said that the Navy had

just sent out invitations to virtually all suppliers to bid on a considerable quantity of components and parts and that many of the materials listed were used in the manufacture of television receivers.

Suppliers of resistors, small but vital components of television sets, are taking advantage of shortages in their product, Mr. Andrea reported. He said his company, "which is no RCA, Philco or Admiral", had to pay $50,000 for a quantity of resistors during the week. In the preceding week, an identical quantity of resistors cost $20,000, he added.

During the week one of the largest resistor suppliers in the country increased prices from $10 to $18 a thousand", he declared. "No reason was given for the action."

Resistors may well prove the bottleneck of television production. Without large-scale diversion for electronic products for the armed forces they are now on a thirty-nine week delivery basis, and further tightening of the supply will certainly cut production of television receivers.

"Some of the largest television manufacturers in the country are aware of the shortage that additional Government electronic contracts will cause in receivers", Alfred E. Zipser, Jr. writes in The New York Times. "Admiral Corporation, which plans to turn out 1,000,000 sets this year, has no contracts yet, but John Huarisa, Executive Vice President, is in Washington now talking with Government officials.

"A spokesman for the Radio Corporation of America, one of the companies receiving a contract for more than $100,000 from the Signal Corps, said these contracts would not upset receiver production for the industry."

G. Fossum, General Manager of the Radio and Television Division of Stewart Warner Corporation said at a distributors' convention in Chicago last week:

"The Korean war is a factor which can overnight paralyze the television industry because of electronic needs of the armed forces. This can instantly curtail completely production of sets - this Fall or at any time from now on out."

"Right now", he said, "there is a shortage of component parts for television, as a result of which manufacturers cannot make all of the sets for which they have capacity."

Labor costs and material costs are going up, he added, and "there is a possibility of set prices increasing by October.

R. C. Sprague, President of the Radio, Television Manufacturers' Association, said immediate military needs for electronic equipment and components have not yet been disclosed, if actually drawn up, but informal estimates indicate that requirements for the Korean situation can be met by the industry without serious cutbacks

in radio-television civilian production. Over-all requirements for Korea, he said, are not expected to exceed 20 percent of the industry's output and may be only 10 to 15 percent, RTMA was told.

However, RTMA pointed out that the situation can become aggravated quickly and that in event of an all-out mobilization the entire resources of the industry will be required for military purposes.

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BRUCE GEDDES, SON OF BOND GEDDES, DIES IN NEW YORK

Bruce Bond Geddes, 42, radio broadcast engineer for United Nations at Lake Success and former broadcast engineer at Station WTOP in Washington, D. C., died in his sleep Sunday, July 16th, at Great Neck, N. Y.

Mr. Geddes was born in Omaha, Nebr. He attended Central High School in Washington and was a member of the Washington High School Cadet Corps. He also attended Maryland University and Bliss Electrical School.

His father, Bond Geddes, 20 Grafton St., Chevy Chase, Md., is Executive Vice President of the Radio Manufacturers' Association. His brother, Gail G. Geddes, of the National Association of Manufacturers' New York staff, died in an automobile accident three years ago.

Before joining Columbia Broadcasting staff in Washington, Mr. Geddes was with the old Atwater-Kent Manufacturing Co. in Philadelphia. He worked at WJSV and WTOP in the Capital for 17 years before going to the United Nations staff a few months ago.

He is survived by his wife, Mrs. Marjorie M. Geddes, and two daughters, Sue, 15, and Ellin, 7, and his parents, Mr. and Mrs. Bond Geddes.

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A.T.& T. TV NET TO PACIFIC COAST BY 1952

Extension of the American Telephone & Telephone Company's television network to the Pacific Coast, Leroy Wilson, President of the company said at a stockholders meeting, was expected around the end of 1951, though specific dates were hard to determine.

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FCC COLOR DECISION BY SEPTEMBER - MAYBE

Unless the war conditions knock everything into a cocked hat, the Federal Communications Commission reports it expects to hand down a final decision on color television by Labor Day.

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SUPREME COURT JUSTICE CENSURES RADIO, TV, TRIAL PUBLICITY

Dedicating the new law school building of Stanford University in California, Robert H. Jackson, a Justice of the United States Supreme Court, declared last Saturday, July 15, that radio, television, news reels combine to bring to jurors "matter which the judge rules to be inadmissible and keeps the lawyers from presenting in court."

He criticized the appearance of picket lines outside courtrooms but added "the picket line, by its very crudeness and self-evident impropriety, is likely to offend the juror." Therefore, he said, it may constitute less actual danger than "subtler and more respectable" influences.

"If the agencies that make and convey public opinion do not cooperate and respect the judicial process sufficiently to forego scooping it, pressuring it or circumventing it, fair trial in this country is headed in the direction we so deplore when we see examples of farcical trials abroad."

"There is often ground to suspect", he added, "that the forces that pressure the courtroom from the outside have had aid and comfort from the inside. And disorderly, obstructive, contemptuous or defiant demonstrations within the courtroom can only be charged to lawyers."

Mr. Jackson warned that all this leads to the growing attitude that judicial control of a court "is a sort of tyranny; that a courtroom ought to be a cockpit without rules, the trial a free-for-all, into which the participants are free to throw anything they please."

Referring to the organization of picket lines on behalf of litigants who, he said, felt that newspapers and radio commentators marshaled the weight of public opinion against them, Justice Jackson asserted that such efforts of course menaced the fairness of the trial process.

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STANTON, CBS, COMBINED NETWORK TIME CONFERENCE

The procedure by which the Association of National Advertisers Radio and Television Steering Committee would meet separately with representatives of four national radio networks to discuss declining radio time values was termed unnecessary yesterday, July 18, by Frank Stanton, President of the Columbia Broadcasting System. In accepting the A.N.A. bid to conferences on July 26, Mr. Stanton proposed that, for purposes of a scheduled presentation of radio listening study, a combined meeting of all network representatives be arranged. An A.N.A. spokesman said yesterday that such an arrangement was agreeable if all invited networks desire it. It had been felt that since the networks are competitors, they would prefer separate discussions in connection with the subject, including the presentation.

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KTSL GETS FIRST TV GRANT SINCE FREEZE

In the first such order since the big freeze began, the Federal Communications Commission last week authorized the Don Lee Broadcasting System to convert its experimental TV station on Mt. Lee to a full-fledged commercial station. Station for the first time last night used the call letters KTSL on the air. The experimental outlet, KM2XBD, has been in operation since 1931. Since 1948 it has had a temporary authority to handle commercial programs on Channel 2.

Thomas S. Lee Enterprises, operators of Don Lee, recently asked permission of the FCC to move its transmitter to Mt. Wilson, but the FCC has refused on the grounds that its freeze order prohibs new construction.

The Commission addressed the following letter to Lewis A. Weiss:

"The Commission has given consideration to your petition filed on June 26, 1950, requesting that the Commission grant immediately your pending application for 'modification of construction permit for commercial television facilities' in Los Angeles, California.

"The Commission does not agree with the statements contained in this petition that Don Lee is presently the holder of a commercial television construction permit. The application for extension of the construction permit issued to your organization before the war was expressly dismissed by the Commission by orders dated February 1, 1946 and September 30, 1946. The hearing that was held in Los Angeles treated your application as one for a construction permit for a new commercial television station. The records of the Commission are clear that both you and your counsel on numerous occasions have treated the instant application as one for a construction permit rather than an application for modification of an existing construction permit.

"Treating your petition as a request to grant an immediate construction permit on Mt. Wilson, the Commission is of the opinion that the 'freeze' policy - adopted September 29, 1948 - aside from other legal problems raised by the application - is a bar to favorable action on your application. However, the Commission is of the opinion that since you have been operating a television station from Mt. Lee since 1939 and since you have been operating that station on a full commercial basis pursuant to an STA since May, 1948 - prior to the institution of the 'freeze' - it would not be inconsistent with the 'freeze' policy to grant a regular construction permit for a commercial television station at the present location and with the present power and antenna height of your experimental television station on Mt. Lee as specified in BMPVB-246.

"Accordingly, pursuant to Section 1.383 of the Commission's Rules and Regulations, the Commission has granted your application on the condition that within 15 days from the date of this letter you file with the Commission an application for modification of permit specifying the present location and the present power and antenna height of your experimental television station on Mt. Lee."

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"FALSEHOODS" FULTON LEWIS ANSWERS TO "HITLER ADVICE" CHARGE

Senator Hubert H. Humphrey, (D.), of Minnesota, produced documents in the Senate last week purporting to show that Fulton Lewis, Jr., radio commentator, offered Hitler advice in 1940 on how to end the war between Britain and Germany.

Mr. Lewis issued a statement terming material in the documents "false-hoods out of the whole cloth". He added that "Senator Humphrey knew and has proof of that fact when he gave them to the press."

The commentator, according to the Associated Press, previously had denied giving advice to Hitler and had made public one of the documents, along with copies of letters to support his denial. He said that Mr. Humphrey also had copies of those letters.

Mr. Lewis said that Mr. Humphrey, in "carefully withholding" what Mr. Lewis called the "repudiation" of the documents, demonstrated the Senator's "ethics and intellectual integrity".

The documents say that Mr. Lewis proposed to the Nazis that Hitler appeal to President Roosevelt to bring pressure on Winston Churchill to end the "senseless pigheadedness" of England's resistance to Germany.

Mr. Humphrey said in a statement put in The Congressional Record that authenticity of the documents has been confirmed by the State Department. He added that he asked the department about the documents because of a June 21 story in The New York Post that described Mr. Lewis as a volunteer adviser to Hitler in 1940. The Humphrey letter to the StateDepartment said:

"The charge that a prominent radio commentator secretly collaborated with Nazi agents and offered advice to Hitler is a shocking one."

The Senator demanded that "the full truth about this matter" be revealed.

In reply, the State Department confirmed the existence of documents mentioned in The Post story. It said that they had been seized from the Nazi Foreign Office by Allied forces in Germany. Dated July 26, 1940, one is a purported memorandum from the late Kurt Sell, then press adviser to the Germany Embassy in Washington, to the Nazi Foreign Office. The memorandum sent to Berlin from Havana, Cuba, said:

"Fulton Lewis approached me yesterday (Lewis), who has been friendly with me for twelve years, highly respectable, an American journalist, admiring Germany and the Fuehrer, a political commentator with Mutual Broadcasting, and who, a few months ago, received 60,000 enthusiastic letters on response to one single radio talk.

"L., who travels about a great deal, and on the occasion of Republican and Democratic conventions, came together with Americans of all strata and regions, declared that the people wanted no war, but were rather defenseless against Roosevelt's refined tactics, especially now that he has made Congress a yes-apparatus without a will of its own, by means of the cornucopia of gigantic contracts of all individual states.

"He requests therefore to be allowed to expound the following idea, which he has discussed with several serious-minded people: have the fuehrer send a telegram to Roosevelt of not more than 200 words x x x of approximately the following content:

"'You, Mr. Roosevelt, have many times turned to me with appeals, and have constantly expressed the wish to see a bloody war averted. I have not declared war on England, but on the contrary have constantly emphasized that I do not wish to destroy the British Empire. My repeated invitations to Churchill to be reasonable and to arrive at an honorable treaty of peace have been stubbornly refused by Churchill.

"'I know that it will go very hard with England if I really order total war against the British Isles. Therefore, I request you, for your part, to approach Churchill and to talk him out of his senseless pigheadedness.'

"Lewis added, Roosevelt would naturally answer with incivility and animosity; that didn't matter. But upon the North American people, and above all, upon South America, the appeal will make a deep impression and in no case would be interpreted in serious-thinking circles a weakness."

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MAYOR O'DWYER OPENS "TELEVISION WEEK" IN NEW YORK

Discounting "talk" about moving headquarters of the television industry from New York to Hollywood, Mayor O'Dwyer said yesterday (July 18) that the city would do everything possible to make New York the television capital of the world.

Speaking at a ceremony on City Hall steps marking Television Week, the Mayor predicted that by 1952 television would take political campaigning "back to the face-to-face contests of the Lincoln-Douglas debates when voters could measure one candidate against another".

He also accepted sixteen television sets donated to city hospitals and orphanages by the Joint Committee of the Television Industry, and thanked the donors on behalf of the shut-ins at the institutions.

A recording of Mayor O'Dwyer's appearance was shown on WNBT, in New York, the same evening. Participating in the program were Brig. Gen. David Sarnoff, Bernard Gimbel, Jack Straus, head of Macy's, Ed Wynn, Drew Pearson, and others.

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EDUCATORS TOLD ABOUT TAPE RECORDING POSSIBILITIES

Not heard from as frequently as some of the other members, Paul A. Walker, Vice Chairman of the Federal Communications Commission, in addressing the Institute on Radio-Audio-Visual Education, brought up the subject of tape recording.

"Science has provided the educator with still another teaching aid, the possibilities of which are just beginning to be tested", Mr. Walker said. "I refer to the tape recorder. This device is solving the dilemma of how schools can integrate into their classroom teaching and at their own convenience the programs they desire from both commercial and non-commercial broadcasting. Much of this valuable material has heretofore been lost to the schools. The State of Minnesota, for instance, hopes to have tape recorders for all of its 500 elementary and high school districts this Fall. The State plans to maintain a library of 400 to 500 titles. One of the problems that must be solved in this connection is clearance on certain commercial programs.

"The National Association of Educational Broadcasters is now setting up a tape transcription network with 26 stations already carrying five hours of programs a week. Among the top flight programs that are planned are those winning awards at the Institute for Education by Radio and the full-length dramas broadcast by BBC.

"Tape recording opens up exciting new vistas for the exchange of the cream of educational material between schools all over the nation."

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BINGHAMTON PAPER MAKES HIT WITH WEEKLY PROGRAM BOOKLET

The Binghamton (N.Y.) Press has introduced a new method of publishing radio program listings.

For the past ten years the Press has published the coming week's programs in the Saturday issue on a standard size newspaper page, surrounded by advertising.

The new form is known as "Paradio . . . The Parade of Weekly Radio Events in Booklet Form." While it is still published on a standard size page, listings and advertisements are so arranged that readers need follow three simple instructions: 1st - Cut across full width of page on dotted line; 2nd - Lay top half section over bottom half section; 3rd - Fold both sections along heavy center line.

The reader then has an eight-page booklet about quarter-page size with the local TV programs on the cover and one day's program listings on each of the following seven pages surrounded by paid display advertising.

"Paradio" is copyrighted by A. T. Tobey, Binghamton adman.

James J. Burnett, advertising director of the Press, states that "Paradio" has made a tremendous hit with local advertisers. Approximately 50% of the space of two standard size pages is used for radio listings, and the other 50% is devoted to paid advertising space. The advertising is so arranged that when the page is transformed into a quarter-page booklet the advertising appears on each page of the booklet.

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SOVIET POPULATION 211,000,000; 1,300,000 RADIOS

A United Nations survey showed yesterday, July 18, that fewer than 1 percent of the Soviet Union's 211,000,000 people were even potential listeners to the combined barrage laid down by the Voice of America and the British Broadcasting Corporation.

The survey, made public in London, prepared by the United Nations Educational, Scientific and Cultural Organization, said there were only 1,300,000 regular radio sets in all of the U.S.S.R. on the basis of 1947 estimates, the latest available.

There are also 6,500,000 "wired receivers" in Russia over which Government-monitored and approved programs are piped to Russian listeners. The only choice afforded to listeners is between one Soviet broadcast and another.

The report did not say how many of the 1,300,000 regular Russian sets were short wave and even capable of picking up the American and British broadcasts in Russian beamed at the Soviet Union.

The survey showed that the United States was the largest radio listening nation in the world and Britain the largest newspaper reading country. It said that in the United States every two persons owned a radio set and in Britain one daily paper was sold for every two people. In the Soviet Union only one daily paper is sold for every six persons.

The United States is leading in television broadcasting with ninety-eight stations and nearly 4,000,000 sets. Britain is second with two transmitters and 250,000 sets, followed by the Soviet Union with two stations and 50,000 sets. France, the last of the four countries in the world broadcasting regular television, has two transmitters and 25,000 sets.

The survey, compiled at the request of the United Nations Subcommission on the Freedom of Information and the Press, also included the following data:

Total circulation of daily papers throughout the world is nearly 219,000,000 a day; there are 160,000,000 radio sets and more than 44,000,000 cinema seats.

The United States is sixth as a newspaper-reading nation, preceded by Britain, Norway, Luxembourg, Denmark and Sweden. In Britain 570 newspapers are sold daily to each 1,000 persons; in the United States, 357.

But Britain is second to the United States in the number of radio sets. There are 566 sets to each 1,000 persons in the United States and only 227 in Britain.

The survey said that the Russian-wired receivers picked up broadcasts from Soviet stations and transmit them to subscribers by wire; the equipment in the listener's home consisted simply of a loudspeaker. The listener's choice is limited to the program selected for him, the survey said.

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STROUSE, WWDC, WASHINGTON, HEADS BROADCASTERS' FM COMMITTEE

Membership on the 1950-1951 FM Committee was announced last week by the National Association of Broadcasters. The Chairman of the five man committee is Ben Strouse, WWDC-FM, Washington, D. C. Other members are: Frank U. Fletcher, WARL-FM, Arlington, Va.; Everett L. Dillard, WASH, Washington; Josh L. Horne, WFMA, Rocky Mount, N.C.; and H. W. Slavick, WMCF, Memphis, Tenn. All but Mr. Slavick and Mr. Horne are also members of the Association Board.

Alternate committee members are: Edward A. Wheeler, WEAW, Evanston, Ill.; Victor C. Diehm, WAZL-FM, Hazleton, Pa., and Matthew H. Bonebrake, KOCY-FM, Oklahoma City, Okla.

The committee's first meeting will be held in Washington, D.C., August 7-8.

The first day's session of this meeting will be open to all FM broadcasters who wish to attend to discuss special industry problems, Mr. Strouse announced. Some of the problems which will be on the agenda for this all-industry one day meeting will be: increased production of good FM receivers; removal of obstacles to establishment of network relays; agency recognition of FM and programming.

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BELIEVES RADIO FAR FROM "DEAD"

The obituary notices that have been written for radio broadcasting as television grows are considerably premature, in the opinion of Richard S. Testut, whose Muzak Corp. has stakes in both mediums.

"It is my belief that television will prove to be radio's best friend", Mr. Testut, a Vice President of Muzak, said. "I'll even forecast right now that in 10 years, radio will be bigger than ever, and, of course, television will be bigger, too."

Mr. Testut bases his belief on surveys and intimate contact with the situation as General Manager of Muzak's Radio and Television Division.

"Television is and will be for what I call the 'relaxing period'", Mr. Testut said. "Generally speaking, that is the evening. Only then can the majority of people take time to sit down and contribute the attention that television demands. "Except on trains, planes or buses, with which only a small percentage of the population is involved daily, television is for a stationary audience. For safety reasons, they dare not allow television sets in automobiles.

"In this connection, I'd like to point out that there are now more than 10 million radio sets in private cars. That's a big market that TV can't invade.

"There are more than 70 million radio sets in this country's homes. Forty million of those are turned on by housewives during the day while they are engaged in their housework. A woman can't be bounding around the house doing her work and still enjoy video. But that doesn't interfere with her radio listening.

"Television encourages people to stay home. How can that be bad for radio? The TV home will be a radio home, too, and, at least after the initial novelty of TV has worn off.

"There will be radio programs that some family members will prefer to what is on television at any particular time. This competition for audience also will sharpen the program quality of both mediums."

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STANDARDS BUREAU REPORTS ON ELECTRODYNAMIC AMMETER FOR VHF

In establishing standards for electrical circuits in the very-high-frequency region now so widely used by radio and television services, it is important to extend the direct measurement techniques used at lower frequencies as far as possible, the National Standards Bureau advises. Up to 300 megacycles per second the current flowing in a circuit whose physical dimensions are small with respect to wavelength is essentially a uniform quantity, and the electrical characteristis of small circuit elements may be determined directly in terms of voltage and current. This fact makes possible the establishment of a standard electrodynamic ammeter for the VHF range.

Such an electrodynamic ammeter design, employing a short-circuited ring coupled to a coaxial transmission line, has been the subject of a theoretical and experimental study by Max Solow of the National Bureau of Standards. His work extends a previous study by Turner and Michel at Yale University. Basically the method depends on a torque measurement on a conducting ring immersed in a field that does not change with frequency. This technique provides an absolute, broad-band measurement of high-frequency current, but several factors are critical in any actual design.

For minimum distributed capacitance and uniform current the short-circuited ring must be only a single turn, and the ring diameter must be small with respect to wavelength. For accurate inductance calculations the ring conductor should have a small cross section, but resistance then limits the current. A ring 1 centimeter in diameter of No. 20 copper wire is a practical size. When the ring current is small, the torque is also small, and the ring must be suspended on a delicate quartz fiber for accurate torque measurements. The coaxial line, acting as the primary current-carrying element for the electrodynamic ammeter, has several advantages over other forms of conductor. Its electromagnetic field can be calculated in a straightforward manner, and the line may be readily modified for calibration work with different types of radio-frequency ammeters.

Calibration of the electrodynamic ammeter may be accomplished directly and absolutely. A section of the coaxial transmission line, one wavelength long at 300 megacycles, is arranged with short-circuited ends to form a resonant cavity, and the torque ring is placed midway along the section. A known value of 300-megacycle power is fed into an input loop at one end of the cavity. Under these conditions the torque ring will be at a current maximum and a voltage minimum, and the measured torque on the ring will be due almost entirely to the magnetic component of the cavity field. The measurement is then repeated at 150 megacycles where the current and voltage relations are reversed, and the torque is due only to the electric component. One further measurement is needed for absolute calibration of the ammeter. The cavity resonance frequency is measured at both 300 and 150 megacycles with and without the torque ring in place. The resulting changes in frequency are then a measure of the field discontinuity introduced by the presence of the ring. After the torque and discontinuity measurements are completed, the instrument will be ready for use as a standard to calibrate other ammeters at very high frequencies.

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RECORD HIGH CIRCULATIONS MAINTAINED BY DAILIES

Daily newspaper circulations remain at an all-time high, with both morning and evening papers showing a slight increase for the period ending March 31, 1950 as compared with the same period a year ago. Sunday papers showed a small loss.

Evening papers again have the largest increase, 1.30% over 1949, while morning papers gained .60%. Combined evening and morning dailies reveal an increase of .96%; Sunday papers were down .40% under the 1949 figures.

The above percentages are based on the annual comparison made by Editor & Publisher of publishers' statements to the Audit Bureau of Circulations for the six-month period ending March 31, 1950, with those of the same period in 1949.

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COL. McCORMICK, WGN, HONORED

Col. Robert R. McCormick, Chicago Tribune editor and publisher, received an honorary life membership and citation from the DuPage County Historical Society on the WGN Saturday night radio program, featuring Col. McCormick's "History and Song" broadcast. The presentation was in recognition of his study and teaching of American history, his weekly historical broadcasts, and publication of local historical material in the Tribune.

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SCISSORS AND PASTE

Hollywood Vet Speeds Up TV Photography
(Gladwin Hill in "New York Times")

After two years of research and technical innovation, Jerry Fairbanks, veteran Hollywood camera man and shorts producer, has perfected a method which makes possible the filming of a half-hour show in a single day. Customarily Hollywood takes a month to film an hour's cinematic entertainment.

Up to now films for TV generally have been made in either of two basic ways. One method, known as kinescope recordings, is to make a film off the face of the video picture tube. The other method is to film a "live show" by normal movie methods, a system which has not been too successful because of the need for an overwhelming mass of equipment and personnel and the limited budgets available for TV programming.

A live TV broadcast is usually the product of three cameras. In emulation, Fairbanks rejected the standard Hollywood one-camera approach (entailing long and costly repetition for different views of the same scene) and undertook simultaneous photography with three cameras. In this way, he reasoned, you could reduce filming time as close as possible to actual playing time. But the departure involved much technical and procedural pioneering.

What he has ended up with, in his "multicam" system, is a battery of three light, specially adapted movie cameras mounted on wheeled tripods so mobile they dispense with the cumbersome runways and tracks ordinarily used for movies.

The process also makes possible the incorporation in dramatic shows of out-of-studio action without awkward transition from live action to film, and with production facility comparable to in-studio work. For one production, an exciting outdoor chase on which a Hollywood company would have spent several days was shot in a single evening at a Long Beach amusement park.

Fairbanks figures that on the average $6,000 or $7,000 budget show, his system adds only $1,000 to the cost of one-shot live production (along with making possible amortization through repeat performances); and that on a series, with various mass-production economies, costs can be brought below that of live production.

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Washington - A Beehive Of Indecision
(J. A. Livingston in "The Washington Post")

These are the rush-rush, early days of the last war here. The Potomac fever registers as soon as you pick up a telephone. Try to reach an old friend in the Pentagon or in the National Security Resources Board, one of the buddies with whom you fought the 1940-45 Battle of Washington. If he has any rank at all, his secretary is certain to say:

"Mr. So-and-So's in conference. He'll be tied up indefinitely. May I give him your message?" Or: "He won't be back till 7 P.M., and I'm not sure of that. Will you call back?" Yet only a month ago, the same persons would have been delighted to receive a telephone call or to meet you at the Carlton for a two-hour swapfest.

Once again, Washington officials - from President Truman, Secretary of Defense Johnson, National Security Resources Board Chairman Symington, and Special Adviser on Foreign Affairs Harriman down - are in a dither. They're planning and replanning. Ideas are born by the minute and killed every half minute. This is Washington's hour of indecision. The President, and the men around him, know where they're going but they don't know how far, how fast, or the way they're going to get there.

How like 1940 and 1941. Then we were shipping armaments to Great Britain, yet weren't at war with Germany. Today we're fighting the North Korean armies of the Kremlin, yet aren't at war with Russia. Result, President Truman is in the same fix as Roosevelt was before Pearl Harbor. He doesn't know just how big a preparedness program to embark on.

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Would Let U.S. Also Hear "Voice Of America"
(Rachel Welch in a letter to "The Washington Post")

It has always seemed faintly comical that the "Voice of America" broadcasts were inaccessible to the American public for whom it claimed to speak. There should be official resumes in our papers, and English language editions of broadcasts over the regular stations. If the news is not too secret to broadcast to the rest of the world, it shouldn't be too secret to let us in on.

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NBC ACCREDITS 14 MORE AS WAR CORRESPONDENTS

In a move to bring the listening public the most up-to-date, complete and authoritative news if trouble should break out anywhere else in the world, William F. Brooks, NBC Vice-President in charge of News and International Relations, has arranged for the accreditation as war correspondents of 14 noted NBC news reporters and commentators. Most of them are seasoned World War II battle reporters.

In accition to NBC's corps of accredited correspondents in Korea, who are spearheaded by George Thomas Folster, NBC's veteran Pacific Theater expert, are Brooks, H. V. Kaltenborn, Leon Pearson, W. W. Chaplin, Robert Trout, Lockwood R. Doty, Henry C. Cassidy, Edwin Haaker, Merrill Mueller, Morgan Beatty, Edwin Newman, James Fleming, Frank Burgholtzer and Jack Begon.

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TRADE NOTES

News coverage of FDR's death in 1945 cost KMPC in Los Angeles $11,310 in canceled programs, according to testimony given at the FCC hearing last week by station manager Robert O. Reynolds. He said the station devoted 61 hours to the event. Station owner, G. A. Richards, has been accused of slanting newscasts in favor of his alleged anti-Administration beliefs.

Reynolds further testified that FDR received almost twice as much air time during the 1940 presidential campaign as did his opponent, Wendell Willkie. Station logs introduced showed that FDR aired 28 speeches over the station to Willkie's 13.

Thomas P. Maguire has been appointed Sales Service Manager for the Columbia Broadcasting System effective July 31st. Mr. Maguire, Assistant Sales Manager for CBS since Aug. 10, 1942, replaces C. E. Midgley who is resigning to join Ted Bates, Inc.

Before joining CBS, Mr. Maguire was time and space buyer with the Blackett-Sample-Hummert agency (now Dancer-Fitzgerald-Sample) from 1931 to 1942.

Association of three radio, television and recording equipment companies in a net integrated firm was approved last Friday by their Boards of Directors. The plan as outlined by Leonard Ashback, who heads all three companies, is this:

Wilcox-Gay Corp. of Charlotte, Mich., will make a new issue of stock to purchase Garod Radio Corp. and Majestic Radio and Television, Inc., of Brooklyn, N. Y. Additional stock will be offered to the public to provide working capital. The new firm then will be called the Wilcox-Cay-Majestic Corp.

A bill introduced in the Oregon Legislature would make it illegal to sell liquor promotively advertised through newspapers, magazines, circulars, posters or radio broadcasts. The ban would be effective, according to provisions of the measure, if the beverages were advertised in national publications circulated in Oregon, or on radio broadcasts heard by listeners in Oregon.

Gene Jones, of The Washington Post, and Charley, of The Washington Herald, 25-year-old twins, photographers, have just resigned from their papers and are now enroute to Tokyo to cover the Korean war as a newsreel team for the National Broadcasting Company television network.

It was about six years ago that they packed up their gear, took a pull at their new Marine uniforms and headed for the Pacific, where they served as combat photographers for 21 months. Gene was with the Fourth Marine Division and Charley did his island hopping with the Fifth Marine Division. They finally caught up with one another during the assault on Iwo Jima.

Samuel LeSavoy, President of the McCosker-Hershfield Cardiac Home at Hilburn, N. Y., a nonsectarian institution for the free convalescent care of needy adult cardiac patients, expressed the hope this week that the home's facilities could soon be tripled. The home was founded in 1945 by Alfred J. McCosker, former Chairman of the Board of radio station WOR, and Harry Hershfield, the columnist and humorist, and is said to be the only institution of its kind in the country.

The home has facilities for forty patients at a time, or about 400 in a year. Mr. LeSavoy said it was hoped that the capacity would be 150 patients, making the home available to about 1,500 a year.

Sentinel Radio Corporation - Year to March 31: Net profit, $47,717, equal to 13¢ a common share on net sales of $9,072,994, compared with $16,306, or 5¢ a share, on sales of $6,078,634 in the previous fiscal year.

Reaffirmation of their belief in AM broadcasting as an effective and lasting medium for mass audiences was the central theme of the general managers' conference of six Gannett radio stations at Rochester, N. Y. last week.

This opinion - unanimous among the conferees - was based on extensive surveys of listenership. That research was aimed to promote "creative development, new programming ideas and a strong policy of production", according to C. Glover Delaney, Manager of Station WTHT, Hartford, Conn., and Chairman of this year's conferences.

A report of the N. Y. Public Library based on the latest available surveys in the communications field says 90 to 95 per cent of adults listen to the radio fifteen minutes or more a day; 85 to 90 per cen read one or more newspapers more or less regularly; 60 to 70 per cent read one or more magazines regularly; 45 to 50 per cent see a motion picture once every two weeks and 50 per cent claim to have read at least one book in the last year. Television figures were not yet available.

A new edition of "Headliners for Hams", handy reference folder containing the latest technical data on 30 RCA "Ham" Preference Tube Types for the radio amateur, is available at the RCA Tube Department, Harrison, N. J.

Julian G. Armstrong, 52, Director of Network Planning and Development for the DuMont television network, died Monday, July 17, at the Post Graduate Hospital in New York City after a long illness. He served with the Navy Department and War Production Board during the past war, and joined the Allen B. DuMont Laboratories, Inc. in 1944.

In Jan. 1945, Mr. Armstrong supervised the construction of Washington, D. C.'s original video station, WTTG. He subsequently planned the transmitter for Pittsburgh station WDTV.

Mr. Armstrong resided at Georgetown, Conn. He is survived by his wife, the former Mary Louise Caldwell.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1931

July 26, 1950

TRUMAN MADE TO ORDER FOR TV IN 1952 - COME WHAT MAY

by Robert D. Heinl

Apropos the rumor that television broadcasting might be cut off because it interferes with war radar, it would seem very much to the interest of the Republicans after President Truman's superb teletechnique in presenting the war situation to the people last week if television, if television could be closed down not only until the Congressional elections are over but until after 1952.

Even though as yet television is only available in comparatively few cities, probably more people saw and heard Mr. Truman's Korean plea than ever did in all his whistle stops put together. Add Mrs. Truman and Margaret and the picture for election purposes would be perfect. Also add the fact that by 1952 the coaxial cable to the Pacific Coast will further have cemented the East to the West.

Oldtimers who remember what a terrible time Mr. Truman used to have through lack of experience on the radio, could hardly believe their eyes and ears at the way he handled himself in bringing the Korean situation home to his listeners.

Likewise there should be a word of praise for the high quality of the transmission and the really great photography. Just as portions of printed editorials are emphasized with bold-faced type, just so did the cameramen play up important parts of President Truman's speech by large full-face close-ups so that every expression of the President could be seen and the earnestness with which he spoke fully realized.

As Jack Gould of The New York Times well said: "Television had greatness that night!"

"President Truman's appearance on television last night (Wednesday, July 19) will be remembered. For the first time in a period of national emergency, the person at home not only heard the fateful call for sacrifices to preserve his freedom, but also saw the grave expressions of the President as he explained to the country what it would mean. In millions of living rooms - from Boston to the suburbs of St. Louis - history was personalized last night.

"As matters turned out, it was not that President Truman's address in itselr contained any major surprises; most of what he said had been included in his earlier message to Congress. The effectiveness of the telecast lay rather in more intangible yet infinitely real factors. There were both the reassurance and the increased understanding that come from being told the worst on a face-to-face basis and from seeing the added gesture which so often gives life and meaning to the spoken word.

"The setting for the President's broadcast was almost austere. It took place in a room in the White House where the American Flag and the Government Seal had been set in the background. The President spoke standing up before a lectern on which there were two small microphones.

"The President was dressed in his familiar dark, double-breasted suit, the emblem of the American Legion showing in his lapel. He wore a figured tie, the design of which was not too clear on the screen, and a handkerchief in his breast pocket.

"The President spoke quietly but authoritatively. In the close-up 'shots' his jaw was firmness itself. His face seemed slightly lined by the worries of his office but his manner was brisk and to the point. For the most part his head was bowed over his manuscript, but periodically he lifted his face.

"He emphasized his words in several ways. Only once did he audibly tap the top of the lectern - when he warned that we must be prepared for similar acts of aggression in other parts of the world. His face took on an air of incredulity - almost as a man might wonder over the act of a wayward grandchild - when he excoriated the housewife who has started hoarding sugar.

"Both in his face and in his voice there came almost a suggestion of the derisive when he noted that Soviet Russia was the only major government which had not supported the United Nations move to restore peace. Usually he underscored a telling phrase merely by a gesture with one or both hands.

"It was in the final moments of the telecast that the human equation came to the fore on the television screen. After finishing his address he waited for the announcer to give the signal for 'The Star Spangled Banner.' Apparently assuming he was off the air, he looked at the wristwatch on his left hand to check his timing. Then, as he turned to his right to leave the lectern, he could be seen smiling.

"By just being itself, television had greatness last night."

On the other hand, Drew Pearson took a sour view of Mr. Truman's broadcast, writing:

"The other night on the radio, as I listened to President Truman telling the Nation about the Korean war, I couldn't help comparing his broadcast to FDR's during the war. One gave you the impression of the master at the helm; the other of a sincere, somewhat inadequate little guy who was trying to do his best.

"I have also been reading the 'letters from readers' in the Washington newspapers of late, and noted the very large amount of misunderstanding, criticism, and opposition to war in Korea.

"Perhaps the President read these letters too. Perhaps they helped induce him - three weeks late - to tell the American

people about the fundamental issues of the war. In contrast, I recall that President Roosevelt went on the air immediately after Pearl Harbor and immediately after other grave crises - because he knew that it was so all-important to keep the American people informed and to have their support.

"Obviously, Truman must feel the same way; but he both forgets about it and lacks the polished touch and sure-fire know-how of his predecessor.

"So I couldn't help thinking, as I listened to Truman's sincere, high-pitched, and somewhat belated explanation to the American people, that what more Americans need to do, instead of carping and criticizing, is to pitch in and help out."

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DEMOCRATIC FCC NIXES DEMOCRATIC CHAIRMAN'S DEWEY COMPLAINT

A Democratic Communications Commission disregarded politics and gave a decision last week to Republican Governor Thomas E. Dewey of New York and the Columbia Broadcasting System in a broadcast the Governor had made in May. Paul E. Fitzpatrick, Democratic State Chairman of New York had claimed that it was political in nature and a distinct time abuse.

In stating its verdict the Commission addressed the following letter to Mr. Fitzpatrick:

"This is in further reference to your complaint which alleged that an address by Governor Dewey over the facilities of the stations affiliated with the CBS network on May 2, 1949, entitled 'A Report to the People of New York State' was political in nature and contained statements of a controversial nature. The CBS reply stated, in substance, that it was necessary to distinguish between the reports made by holders of office to the people whom they represented and the partisan political activities of individuals holding office. You state, for example, that it is necessary '. . . to distinguish between the President as President and Harry S. Truman as a candidate for office. Likewise between the Governor as Governor and Thomas E. Dewey as candidate for office in New York State; or a Governor proposing a legislative program and a Governor reporting on his stewardship.'

"The Commission recognizes that public officials may be permitted to utilize radio facilities to report on their stewardship to the people and that the mere claim that the subject is political does not automatically require that the opposite political party be given equal facilities for a reply. On the other hand, it is apparent that so-called reports to the people may constitute attacks on the opposite political party or may be a discussion of a public controversial issue. The Commission's views with respect to the duties and responsibilities of broadcast station licensees to make available opportunities for the expression of opposing views concerning controversial issues of public importance were set forth in

the Commission's report in The Matter of Editorializing by Broadcast Licensees. Consistent with the views expressed by us in that report, it is clear that the characterization of a particular program as a non-political address or the characterization of a particular program as a report to the people does not necessarily establish such a program as non-controversial in nature so as to avoid the requirement of affording time for the expression of opposing views. In that report we stated '.....that there can be no one all embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues ... The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different sides of opinion to be presented, and the spokesman for each point of view.' The duty of the licensee to make time available for the expression of differing views is invoked where the facts and circumstances in each case indicate an area of controversy and differences of opinion where the subject matter is of public importance.

"In light of the foregoing, it does not appear that there has been the abuse of judgment on the part of Columbia Broadcasting System such as to warrant holding a hearing on its applications for renewal of license."

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SARNOFF LEADS IN PLEDGING RCA RESOURCES TO PRES. TRUMAN

One of the first to pledge fullest cooperation in the national effort was the Radio Corporation of America. Immediately following President Truman's Korean broadcast, Brig. General David Sarnoff, Chairman of the Board of RCA, telegraphed Mr. Truman at the White House:

"Please accept my congratulations on your illuminating messages to the Congress and the people of the United States which set forth frankly and clearly the seriousness of the situation we face and the efforts of our Nation to resist aggression and help preserve world peace.

"Speaking for the Radio Corporation of America and its subsidiaries which include the National Broadcasting Company and the RCA Communications, Inc., and for our officers and employees at home and abroad, I pledge you our fullest cooperation in the national effort. We are at your service."

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WHITE DIRECTS LONG LINES PUBLICITY; WOOD TO GEN'L INFO. DEPT.

Harold A. White, formerly area plant manager at St. Louis, was appointed Director of Public Relations last month, in charge of the Information Department. Mr. White succeeded Kenneth P. Wood, Assistant Vice President, who was transferred to the A. T. & T. Information Department at 195 Broadway, New York.

Mr. White has had experience in various areas of operation in the Long Lines Department. During the war, he occupied the post of district plant superintendent in Washington.

Following the war, he returned to New York as Staff Supervisor of Overseas Services. He continued in this capacity until the Summer of 1948 when he became General Service Supervisor in the Plant, a post he held until March, 1949, when he was appointed Area Plant Manager at St. Louis.

A native of New Haven, Conn., Mr. White was graduated with a B.S. in I.E. degree from Yale's Sheffield Scientific School in 1928. After joining the Long Lines Plant group in New York in July of that year, he held various plant assignments before he was placed in charge of personnel activities in Plant Division Seven in 1938.

Mr. Wood, who has directed the Information Department for the past two years, now heads the General Information Department group at "195" which handles the company's advertising, publication of booklets and pamphlets, and the preparation of certain material for Bell System employee magazines.

Mr. Wood came to the Long Lines Information Department in April 1948, after 18 years of experience with the Illinois Bell Company at Chicago, first in the Traffic Department and then in the Public Relations and General Information Department. A native of Chicago, he was graduated with an A B. degree in English from Wabash College in 1930. He later took business courses at night at Northwestern University.

During his 10 years in the Illinois Bell Traffic Department, Mr. Wood was successively student assistant, Assistant District Traffic Superintendent and Traffic Supervisor in the General Employment Supervisor's office and later in the General Traffic Supervisor's Section. When he transferred to the Public Relations and General Information Department in 1940, he was Employee Information Supervisor, but in the following years his responsibilities were broadened to include public as well as employee information.

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SEN. JOHNSON GOES TO BAT FOR FM; URGES IT IN ALL TV SETS

Sen. Ed C. Johnson (D), Colorado, Chairman of the Senate Interstate and Foreign Commerce Committee, gave FM quite a shot in the arm in a letter written to Irving R. Merrill, Director of the University of South Dakota's FM station at Vermillion, S. D. It had to do with the installation of FM tuners in all television sets.

Senator Johnson said he knew of no Federal agency having authority "to require manufacturers to install any particular device", but observed:

"It seems to me that if everybody interested in FM could and would get together and have a frank and full discussion of their problems and the future of FM and come up with some concrete and specific policies which represent a consensus of views, there would be a good chance of having such views implemented to the extent that they can be by the authority of the Commission (FCC).

"Moreover, even if their implementation were not within the orbit of administrative action, it would seem likely that they would get a respectful hearing if they did, in fact, represent the united position of all who are interested in the future of FM."

Referring to the installation of FM tuners in TV receivers, he said he had "taken an interest in this problem" and that "in recent days the matter has again been called to my attention by Mr. Hull (Richard B. Hull, President) of the National Association of Educational Broadcasters, and Morris Novik of New York (President of WLIB)."

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WGN-TV COVERS BIG CHICAGO 4-11 FIRE FROM OWN WINDOW

The Chicago Tribune's television station WGN didn't have to leave its studios to cover one of the biggest downtown fires the city has seen in many years.

It was a 4-11 blaze in a paper warehouse on the waterfront near the Loop a few hundred yards from the Outer Drive. All WGN had to do was to aim a television camera from a window of the Tribune Tower and broadcast a special showing of the fire while it was at its height. Thus not only the television audience but firemen at stations due to respond to additional alarms were able to view the progress of the blaze and thus be better prepared if called upon to respond.

The fire was of further interest to WGN in that the "Joseph Medill", one of Chicago's new fireboats, named after the founder of the Chicago Tribune and recently dedicated by Col.Robert R. McCormick, got its baptism fighting a real fire and according to Chief Fire Marshal Mulvaney worked "perfectly".

Several Chicago radio stations broadcast on-the-spot descriptions of the fire.

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WCBS, N.Y., CLEARED OF RELIGIOUS CENSORSHIP CHARGES

The Federal Communications Commission last week refused to go along with the American Council of Christian Churches in New York in its demand that the renewal of the license of WCBS, New York, Columbia's No. 1 outlet, be withheld until that station has changed its policies with respect to the presentation of religious broadcasts.

The FCC replied to the Council as follows:

"The petition states, in substance, that CBS discriminates against the American Council of Christian Churches in the amount of time which it allocates to that organization and that the licensee's policy, which requires religious speakers to present their views affirmatively and to refrain from attacking the religious views of others, is an act of censorship which discriminates against the American Council of Christian Churches. A copy of your petition was forwarded to CBS with a request that CBS furnish the Commission with its comments.

"The Commission has considered the facts alleged in your petition and the comments of CBS has submitted in reply. It does not appear from the information which has been made available to the Commission that the Columbia Broadcasting System has discriminated against the American Council of Christian Churches in the allocation of time for religious broadcasts over Station WCBS. Your petition contains no information with respect to the number of persons or faiths represented by the American Council of Christian Churches as compared with the number of persons and faiths represented by other religious organizations having different views. In addition, it appears that CBS has in the past offered your organization broadcast time on WCBS for the presentation of religious programs and that such offers have been rejected by your organization.

"With respect to your contention concerning the policy of WCBS which requires persons making religious broadcasts to state their views affirmatively and to refrain from attacking the views of others, your attention is invited to the Commission's Memorandum Opinion and Order In Re Petitions of The New Jersey Council of Christian Churchs, and The Bible Presbyterian Church, Collingswood, New Jersey vs. The City of Camden (WCAM), Camden, New Jersey. In that Memorandum Opinion and Order a similar charge was made and the Commission stated:

> "'It does not appear that imposition of such requirements by the City of Camden in connection with the grant of sustaining time for the broadcast of religious services goes beyond the area of discretion in which licensees are free to make decisions as to the operation of their stations. We cannot say that a station operates contrary to the public interest because it restricts the use of radio time, made available free to the various religious denominations in the community for the broadcast of religious

services and other devotional material, to the purposes for which the time was intended and refuses to allow any of the participants to make attacks on other church groups or to engage in any name-calling.....'

"In the light of the foregoing considerations, your petition is denied."

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TO TAKE A DOSE OF HIS OWN MEDICINE

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, will be guest on "Meet the Press", Sunday, July 30 (5:00 P.M., EDT) over the NBC television network. The program will originate in New York for this telecast only.

Members of the press who will interview Gen. Sarnoff will be Warren Moscow of the New York Times, Ernest K. Lindley of Newsweek magazine, Ben gross of the New York Daily News, and Lawrence Spivak of the American Mercury magazine. Martha Rountree will moderate the program.

Printed text of General Sarnoff's testimony regarding the "Voice of America" before the Subcommittee of the U. S. Senate Committee on Foreign Relations, July 6th, is now available. Copies may be had by addressing the Radio Corporation of America, 30 Rockefeller Plaza, New York, N. Y.

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TRANSIT RADIO SALES INCREASE TENFOLD; AFFILIATED FM APACE

Some FM stations affiliated with Transit Radio, Inc., Cincinnati, currently are turning out a profit and others "are close to it", R. C. (Dick) Crisler, President of Transit Radio, Inc., has revealed.

He made that observation during the firm's second anniversary week July 10-17, recalling advent of the service July 10, 1948, in Covington, Ky., and adjoining areas. One hundred receiving sets were originally installed by the Cincinnati, Newport and Covington Railway.

Reviewing TR's accomplishments, Mr. Crisler said national sales are running in excess of $14,000 - about 10 times that of a year ago - and predicted billings would triple current figures by this December.

Twenty-one transit firms now are under contract to local stations, who are represented by Transit Radio, Inc., Mr. Crisler added. By September the number of radio-equipped vehicles will be in excess of 4,500, he estimated.

Transit Radio now has 246 national advertising accounts.

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EMERSON TV PRICE INCREASE; MATERIAL SCARCITY, GOVERNMENT NEEDS

That there would be price increases from 13 to 16% on Emerson television sets was made known by Benjamin Abrams, President of the company, in New York Monday, July 24. Mr. Abrams said:

"In view of increasing difficulty in obtaining critical materials and prices of certain components, further increases may be made later", he declared.

"Increasing requirements on the part of the Government for electronic equipment are expected to tax the company's production capacity to the limit."

None of the other large television producers is planning price rises at this time, it was indicated. Most, however, admitted that material cost increases may become sufficiently numerous to force prices up later.

The Emerson increase came as a surprise to many trade members, a spot check of the city disclosed. Although the company had warned that prices on the new line shown for the first time last month were "interim", trade members did not expect increases before September.

In explaining the company's move, Mr. Abrams said that the "interim" price plan had been adopted to stimulate buying at the consumer level. He said the plan was successful.

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"VOICE" BROADCASTS CONTINUE IN KOREA; LISTENERS NUMBER UNKNOWN

The Voice of America is still probably getting its story through to Koreans from at least four Korean broadcasting stations, State Department officials said in Washington.

The broadcasts to Korea consist largely of Korean war news and the official war reaction in Washington. The war news is based entirely on Gen. Douglas MacArthur's communiques and news both favorable and unfavorable to the United States is broadcast impartially,

The propaganda part of the broadcast reflects the present State Department policy. Communists are blamed for the June invasion and the Soviet Union is criticized for its attitude toward the invasion.

The North Koreans are backing their military action with a well-oiled propaganda machine.

In the month since Communist forces first swept across the Thirty-eighth Parallel, the Pyong-lang radio has been the voice of North Korea. This station in the North Korean capital transmits an almost constant flow of words to all who will listen to the Communist side of the story.

The Pyongyang radio calls the fighting a "war of liberation" from the yoke of "the Syngman Rhee gang and foreign imperialists". Even now, after thirty-one days of fighting, it occasionally says its forces are repelling an "invasion" by "puppet forces and foreign aggressors."

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CONSOLIDATED EDISON USES TV TO CHECK UNNECESSARY SMOKE

The Consolidated Edison Company Waterside station in New York use television as a watchman to detect unnecessary smoke - which means loss of power. The cameras are set up on the roof of 674 First Avenue, a part of the sprawling structures that cover the area from First Avenue between Thirty-eighth and Fortieth Streets to the East River. They are aimed at the top of the 250-foot stack in the northeast corner of the roof.

A spokesman pointed out that this application of television still is in the experimental stage. The cameras were put in operation less than two weeks ago and are in movable wooden housings resembling sedan chairs of the eighteenth century.

The company official called the white substance "stack emission" and said it was composed of gases, small particles of fly-ash and precipitating matter that escaped the high voltage electrodes, which remove 95 per cent of these particles from the furnaces. Fly-ash was defined as microscopic dust, mostly silicon.

"We almost never make smoke", he said emphatically. "Smoke is unburned particles of carbon and it is not only a nuisance, but wasteful."

The company has been using television for the last two years in another phase of power generating. On top of the 128-foot boilers are superheated drums containing a mixture of water and steam, which must be kept in constant ratio. By means of lights and prisms, the steam is made to appear red and the water green in glass tubes.

Television cameras focused on the tubes translate the red to white and the green to black, making it possible for men in another control room to regulate fuel intake and forced drafts to meet requirements.

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BBC BUILDING A PENTAGON - BOMBS TO THE CONTRARY NOTWITHSTANDING

One would think the British Broadcasting Corporation might have learned a lesson and not be building for its new radio centre what appears from the pictures to be such a Pentagon-like, bomb-proof target. The name of the architect is not given but the common report in Washington is that a well known amateur architect thought up the U. S. Pentagon - the late Franklin D.Roosevelt.

Pictures of the great thirteen-acre radio centre planned by the BBC at White City, Shepherd's Bush, London, may easily be mistaken for another Pentagon. Priority is being given to the television studios which will be housed in the circular section. Meanwhile a new television studio has been opened at nearby Lime Grove and will be mainly devoted to the transmission of children's programs.

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6,510,500 TV SETS IN U.S., NBC EXPERT SAYS

The number of television sets installed throughout the country reached a total of 6,510,500 on July 1, according to estimates released yesterday (July 25) by Hugh M. Beville, Jr., NBC Director of Plans and Research.

Installations of new receivers in the month of June were estimated at 296,400. This is the lowest monthly total since September 1949, reflecting the normal seasonal decline in the sales of television sets. Also it represents a decline of 42 per cent from the March, 1950, total of 508,000, which was the highest of any month to date.

The present 6,510,500 sets are distributed in 62 television markets. New York leads with an estimated 1,410,000 sets, followed by Los Angeles with 554,000 sets and Chicago with 545,000.

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TV FAMILIES TUNE IN RADIOS IN OTHER ROOM

When Father gets home and decides on choice of television programs, other members of the family quietly but firmly are turning more and more to the old standby, radio, for entertainment in another room.

This was indicated in recent Pulse surveys of simultaneous listening to radio sets and watching TV in 10 cities from coast to coast. In New York, for example, the percentage of all homes using radio and TV at the same time averaged 0.3% during 1949, 1.6% during January-February, 1950, 2.3% during March-April, 1950, and 3.0% during May-June. The general trend in other cities also was upward.

Reason Dr. Sydney Roslow, research director of The Pulse, Inc., suggested, "The novelty of TV is wearing off. In the absence of a second TV set, some members of the family are turning to radio. And perhaps, too, there is some improvement of radio programs."

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MODERN WAR CORRESPONDENTS CARRY TAPE RECORDERS, MOVIE CAMERAS

One of themost famous photographs of World War II showed General Douglas MacArthur wading ashore in the Philippines, with a CBS correspondent, portable typewriter under his arm, sloshing through the Pacific a few strides behind him.

"Today", says Wells Church, Editor-in Chief of CBS News, "that picture of a radio correspondent armed only with a typewriter is obsolete.

"The modern radio and television war correspondents", says Church, "resembles the pack soldier. He carries with him not only his typewriter, but a Minitape recorder, a shoebox-sized recording

machine for actual sounds and voices of the battle, and a 16mm camera to film the war as well as report it for CBS television news."

CBS correspondents at or heading for the Korean front, Church reveals, are all equipped with these up-to-date paraphernalia of combined radio-TV coverage.

The newest gadget, says Church, is a small playback machine, the size of two packs of cigarettes, that will enable a CBS correspondent to listen to the Minitape recordings he has made under far-from-perfect conditions. Edward R. Murrow, in the Far East, has such a miniature playback with him.

"The other equipment a radio correspondent carries", says Church, "is not visible to the naked eye...a good voice, and a highly specialized knowledge of radio facilities - where to find a microphone, a radio station, and how to relay his message halfway around the world back to America.

"Typewriter, recorder, camera, playback, as well as personal equipment, constitute quite a physical burden for the correspondent, but they're all part of the up-to-date coverage that give the best and the most to CBS radio and television audiences."

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FM RADIO REFRESHER COURSES FOR NEW YORK CITY DOCTORS

Post-graduate education in many fields of medicine will be carried to doctors by an FM broadcast series beginning tomorrow night through cooperation between the New York Academy of Medicine and the Municipal Broadcasting System.

The broadcasts are designed to carry information on the latest and best techniques and advances in medicine to the family practitioners and other doctors who are too tied up by their professional work to spare the time to attend medical lectures in person. The eight one-hour lectures will be carried by station WNYC-FM (93.9 megs) at 9 P.M. Thursday evenings beginning tomorrow and ending September 14.

Dr. Norton S.Brown, Chairman of the Committee of Medical Information of the Academy of Medicine, termed the radio lecture course "a new method of post-graduate and advanced medical education."

Dr.Brown said that a brochure outlining the lectures for broadcasts had been sent to 12,000 physicians in the New York area. From the responses it was said that the sponsors of the series felt certain of a wide and enthusiastic professional audience.

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SCISSORS AND PASTE

TV Fair Trade Code Framed By N.Y. Better Business Bureau
("New York Journal-American")

The radio and television industry of New York City is now operating under a new code intended to protect the buying public from unfair trade practices.

The Better Business Bureau of N.Y. City formulated the code in conjunction with leaders of the industry. The action was prompted by a growing volume of complaints from radio and television buyers.

In the first five months of this year, radio and television represented the largest single category of complaints handled by the Bureau. The principal source was television with 233 per cent more complaints this year than in 1949. In the same period, the number of sets increased only 110 per cent.

Buyers contended the size of screens, performance of the sets, the coverage of service contracts and other facts had been misrepresented.

Under the code, advertising and selling practices of radio, television and home appliance dealers are defined.

In effect, it is a code of ethics.

How successful the standards will be depends upon the attitude of the dealers and servicemen for whom they are intended.

For that reason, those involved would do well to pay special attention to the first paragraph of the code:

"1. Purpose. The intent of these standards is to encourage and preserve dependability in advertising and in the selling of merchandise and services.....It is the spirit of these standards, not limited by their scope, that advertisements and accompanying practices of advertisers must be accurate, fair and truthful with respect to consumers and competitors alike."

All misleading statements about the product, half truths and the loose use of descriptive terms are barred.

Followed in its letter and spirit, the code will leave no reason for the consumer misunderstanding what is being offered. It is a fair trade code that is fair to the consumer and will go a long ways towards improving relationships between the buyer and the seller.

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MacArthur And Censorship
(Drew Pearson)

General MacArthur's banning of newspapermen from Korea emphasized what the American public probably has not realized - namely that there has been virtual censorship over American newsmen in Japan for some time. Unlike news out of Germany, which has not been censored, MacArthur has constantly rowed with American newsmen over their right to report what was going on in his area.

One of the men who was at first barred from the Korean front last week, Tom Lambert of the Associated Press, previously had signed a long protest to the American Society of Newspaper Editors complaining of MacArthur's censorship. Others signing the report

included representatives of the New York Times, National Broadcasting Company, Time and Life magazines.

They pointed out, among other things, that a newsman "who had written stories which occupation officials considered critical . ... had his home raided by the Army's CID and that he - the correspondent - was subjected to interrogation and threats."

"Stories on the purge", the censorship protest continued, "including many facts supplied by G-2, caused their authors to be branded personally by General MacArthur as among the 'most dangerous men in Japan.'"

Observers are now wondering whether MacArthur's censorship may not have caused not only the American public but perhaps the General himself to get the wrong view of what was happening in Japan and Korea. It was following MacArthur's assurance that he could "guarantee" success that President Truman made his fateful Korean decision. Obviously, MacArthur himself was not fully informed at the time he said this.

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FCC Charged With FM's Stunted Growth
("The New York Times")

The public has been slow to recognize the advantages of FM (frequency modulation) broadcasting, which does away with the annoyance of static and gives practically perfect reproduction of the original broadcast. Part of the radio industry, for selfish reasons, half-heartedly backed FM. The Federal Communications Commission, by changing the FM spectrum just as FM was getting started, stunted its growth. As a result, FM went into a decline which some "experts" diagnosed as fatal.

Into this gloomy picture an idea was introduced a short time ago which gives FM a second chance. On the theory that people will buy FM sets to hear programs not available on old-fashioned radios, this newspaper's radio station, WQXR, offered its programs of good music and The Times hourly news bulletins to a group of FM stations in New York State, Pennsylvania and Connecticut. Because of the special characteristics of FM, the network operates without telephone wires and therefore at much lower cost. It is thus able to bring to people who are eager for good music a consistent source of inspiration from the masters. Letters coming from the large area covered by this cooperative effort of WQXR, the Rural Radio Network and other affiliated stations are appreciative. Listeners are receiving a radio service they never had before and they have it because of FM. People in the area served by the WQXR network are starting to buy FM sets. Other parts of the country have heard about this FM venture and plans are being made to extend WQXR's service over a large part of the eastern United States.

Perhaps this is the spark needed to dramatize the advantages of FM. At least it will give those who believe in better broadcasting a chance to find out.

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TRADE NOTES

Within a few weeks, maybe sooner, the full text of the Condon Committee on television may be available at the Government Printing Office, Washington, D. C., at a cost of 20¢ each. Title of the report is "Present Status of Color TV", Senate Document 197. Requests for more than 1,400 copies already have been received.

A new illuminated television alignment tool has been introduced by Spot Tools, Inc., Morris Plains, N. J. The tool has an aluminum barrel containing two batteries, a bulb, reflector and a shock resistant spring which protects the bulb should the tool be dropped.

Warren Lee Pierson, Board Chairman and Chairman of the Executive Committee of Trans World Airline, has been elected a Director of Pressed Steel Car Company. He is also a Director of All-American Cables & Radio, Inc., Commercial Cable Company, International Telephone & Telegraph Co., Mackay Radio & Telegraph Co.

The Federal Communications Commission, by Report and Order, finalized its proposal of May 19, 1949 to amend Section 1.327 of its rules to permit AM (standard) broadcast stations to make informal application for authority to use apparatus for the production of programs (live or transcription) to be transmitted to foreign broadcast stations, where such programs are also broadcast in this country. At the same time, the Commission amended Section 0.143 of its rules to permit the Secretary to act on such applications. Consequently, and effective immediately, such applicants are no longer required to file form 308 for this purpose and the Secretary is delegated to act upon these requests.

The RCA Victor Distributing Corporation will acquire the physical properties of Bickford Brothers Company as wholesale distributors in the Buffalo and Rochester areas.

Details of the $350,000 deal for KFWB, Los Angeles, were learned last week when the application was filed for FCC approval, by Warners to KFWB Broadcasting Corp. with the FCC. Harry Maizlish, for 13 years manager of the station, owns 50 percent of the stock in the new corporation, and Schine Chain Theatres has 49 percent.

The First National Bank of Boston is putting up the funds for the purchase of the station. Of the purchase price, $100,000 is the price of the transmitter site. Maizlish will be manager at $25,000 a year. In the event either partner wishes to sell out, the other partner shall have "first call to purchase rights".

Instruction via two-way radio to handicapped children who cannot attend school was proposed last night to the School Board of Arlington, Va., suburb of Washington, D. C.

Arthur M. Corral, an Arlington dancing instructor, went before the Board with an offer to institute such an experimental plan in all the county's elementary schools.

He said he represented a group of engineering, radio and medical men in the Washington area who were interested in trying out the scheme at no initial cost to the school board.

The remote-control teaching, he explained, would supplement the Board's visiting teacher program. A similar dual-radio teaching plan already is in operation in 12 States, he said.

The Board took the proposal under advisement.

The Federal Communications Commission last week addressed the following letter to John J. Mortimer, Acting Corporation Counsel for the City of Chicago:

"This is with reference to the petition and attached Resolution of the Chicago City Council, filed by you on June 30, 1950 on behalf of the City of Chicago, requesting that the Commission reconsider its action of May 31, 1950, denying the City of Chicago's petition of May 17, 1950, which requested the Commission to cancel its television 'freeze' order and to issue authorizations for new television stations in Chicago, Illinois.

"The Commission has considered carefully the contents of the instant petition and has concluded that the facts set forth therein do not meet the objections raised by the Commission in its letter to you of May 31, 1950, nor does the petition contain such additional facts as would warrant a revocation or modification of the action taken by the Commission on May 31, 1950."

Suggesting that the time is not far away when the same thing may be done by radio, the first criminal identification photograph transmitted by wire by the New York Police Department has led to the arrest of a suspect in a Hartford, Conn., hold-up.

The department has been using the picture-transmitting equipment for several weeks on a trial basis. The transmission network connects with the State Police at Hartford and with police in Boston and Washington. Exchange of criminal identification photographs and fingerprints formerly was made by air mail.

Eight young men and women from Ireland took their first look at American industry last Monday, July 24, when they toured the Philco television and radio manufacturing plants in Philadelphia.

The four young men and their four feminine colleagues, with an average age of 20, are all either workers or students. They come from the area around Belfast, and were invited by the Ulster-American Yough League.

The 1950 edition of the Printers' Ink Directory of House Organs, said to be the only directory of its kind - is now being prepared for publication in November.

The last edition was in 1947, following the first directory published in 1944.

A press release said the letters from manufacturers planning new house organs, from editors of house publications and from interested executives in every field indicate that the 1950 Printers' Ink Directory will be the most widely used edition yet.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1932

August 2, 1950

VETERAN BROADCASTER, TRUMAN FRIEND, SUGGESTED FOR FCC CHAIRMAN

Having been forewarned that Wayne Coy may retire as Chairman of the Federal Communications Commission next year, and having been handed numerous political lemons, the broadcasting industry has a golden opportunity to get behind some good candidate of its own choosing for Chairman, a thing which it has never done before. Not only has the industry meekly taken what the politicians have handed to it but furthermore, radio with a voice so powerful that it could blow any Administrator off the map, has never received any official recognition, such as Cabinet officers, Diplomatic posts, etc. How many can you name who in any way have been connected with the broadcasting or communications industry?

War if it comes changes everything and Wayne Coy may decide to hang onto his job, if he can be reappointed, but if not, it is believed a worthy successor to him might be found in John A. Kennedy, a personal friend of President Truman, a veteran broadcaster and newspaper man, of San Diego, Calif. if Kennedy could be persuaded to take up the burden.

Mr. Kennedy, now 52, a native of St. Paul, Minn., included among his radio interests WCHS, Charleston, West Va., and WSAZ, Inc., Huntington, West Va., of which he became President and General Manager. On December 5, 1949, he sold WCHS, a 5 KW station, to Lewis A. Tierney, one time operator of WBTH, Williamson, West Va., a man with large coal mining interests, for $650,000. Following this, Kennedy acquired 51% in the San Diego Journal, owned by the McKinnon Publications of which he became President. Mr. Kennedy did not take over Station KSDJ, affiliated with the Journal, although the FCC granted him permission to do so. In May of this year, the Journal was merged with the San Diego Union Tribune, and Mr. Kennedy became editor of the Evening Tribune.

Mr. Kennedy's friendship with President Truman dates back sometime. In the last campaign when so many of Mr. Truman's friends deserted him, Kennedy stood pat and put up a vigorous fight for the President in the Journal. After the election, Kennedy was among those who visited the winning candidate at Key West.

Sometime later, Mr. Kennedy on a visit to the White House proposed the establishment of a National Resources Committee. He urged that the committee determine feasibility of diverting water from the Columbia River to the Southwest in a long-range program. He also suggested a study by such a committee of the use of atomic energy in converting salt water of the ocean into fresh water.

The Journal front-paged Truman's message: "It was a pleasure to see you the other day and receive your suggestions about the water situation in the West. You may rest assured it will receive consideration."

Representative-elect Clinton D. McKinnon, of California, former publisher of the Journal, joined in endorsing the proposal.

In his first editorial in the San Diego Journal, Mr. Kennedy made some interesting observations with regard to the merging of newspapers.

"Among the cities where the only daily newspapers are published by one organization are Kansas City, Minneapolis, Des Moines, Louisville, Oklahoma City and Memphis, to mention just a few," Kennedy wrote.

"Why, in the field of information, must the newspaper alone be so non-competitive? It's because costs of operating a newspaper have kept soaring, and the money to be gained in circulation and advertising simply hasn't been able to follow these costs into the stratosphere.

"Throughout the country today newspapers are almost at their all-time peak in circulation and advertising.

"But the break-even point is so high that in city after city newspapers have been forced into mergers of one sort or another, thus effectively curbing competition.

"The newspaper industry is about the only one I can think of that hasn't benefitted from new production methods to cut costs. And new techniques aren't in prospect for the immediate future.

"The time has come for labor and management in the newspaper industry to put their heads together. Only then can there be maintained an alert press able to keep Americans the best informed people in the world."

Mr. Kennedy also knows his way about the Capital as before he entered the publishing business on his own, he was a star Washington Correspondent, having paved the way by working on the Sioux City Tribune, the Cedar Rapids Republican and the Cedar Rapids Gazette. From 1932-35, he was a member of the staff of the Washington Herald. While there, he conducted several investigations of widespread abuses in various Federal Governmental agencies resulting in conviction of offenders. He was awarded the Pugsley prize of $1,000 for the most noteworthy work done by a Washington correspondent.

Mr. Kennedy was a private in the Army in World War I and a Captain in the U. S. Naval Reserve in World War II.

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BROADCASTERS PLAN D.C. RALLY AUG. 7-8

National Association of Broadcasters President Justin Miller has called a special meeting of the Board of Directors of NAB to meet in Washington August 7-8. The Board will discuss the White House request that NAB organize the radio industry's support of mobilization and national defense.

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O'DWYER DEDICATES EMPIRE STATE ANTENNA; CALLS N.Y. "TV TOWN"

Mayor O'Dwyer climbed up to a shaky wooden construction platform on top of the Empire State Building to place a 14 carat gold-plated rivet in the first steel beam of a new television tower that will, when completed, add 217 feet to the height of the world's highest building.

"Let's make New York 'T. V. Town'", the Mayor shouted enthusiastically to Grover Whalen, who was at his side.

A brisk 12-mile-an-hour wind from the northwest toyed with the tiny platform, 1,250 feet above the Fifth Avenue sidewalk. The flag of the city and bunting on the tower slapped back at the wind.

After a brief "Foundation Riveting Ceremony", the Mayor, Mr. Whalen, David Sarnoff of the Radio Corporation of America, and Lieut. Gen. Hugh A. Drum, President of Empire State, Inc., peered out over the broad fifty-two-mile radius that the new television tower will service. "Ten per cent of the population of the nation lives within this circle", said a guest with a swing of his arm.

Mr. Sarnoff reported that five local television stations would use the new tower and that this should prove an advantage to television set owners because individual receiving antennae need not be directed toward five separate transmission points. Some of the ghosts that haunt television screens in the city will be exorcised, Mr. Drum predicted.

The new multiple tower will replace two masts that now rise from the top of the building, where earlier plans had it that lighter-than-air craft might some day come to roost.

The tower will be used by WJZ-TV (American Broadcasting Company), WNBT (National Broadcasting Company), WCBS-TV (Columbia Broadcasting System), WABD (Allen B. DuMont Laboratories, Inc.), and WPIX, station of the New York Daily News. Each station has a "turnstyle" antennae. Because WPIX broadcasts on the highest frequency of the five, its antennae is the smallest and it will be placed on the tip of the tower to help balance the load.

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PENTAGON ORDERS NEW CENTER FOR COMMUNICATIONS

A communications center, apparently designed to be used as an emergency alternate for the Pentagon's nerve center, is to be built in the area of Camp Ritchie, Md.

A Defense Department announcement last week said:
"Plans are going forward for the establishment of a supplemental communications installation at nearby Camp Ritchie, Md. (near Frederick, Md.). This site is now being used in part by the Maryland National Guard, but may be repossessed by the Federal Government."

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FCC GIVES GREEN LIGHT TO PHONEVISION TESTS OCT. 1

The Federal Communications Commission has approved October 1, 1950, as the starting date for the 90-day limited commercial test of "Phonevision" authorized earlier this year, it was said in Chicago last week by Commander E.F. McDonald, Jr., Zenith Radio Corporation President.

The test will be limited to 300 Chicago families, and will be conducted in cooperation with the Illinois Bell Telephone Company through Zenith's experimental television station KS2XBS, which has been moved to a new location on the roof of the Field Building at 135 South LaSalle Street.

The three hundred test families were chosen by the National Opinion Research Center of the University of Chicago from approximately 51,000 families who applied for the opportunity to see good motion pictures on television receivers in their own homes at a cost of $1 per movie.

Mr. McDonald said that within the past week the mailing of memorandum agreements to test subscribers had begun, and installation of receivers had been started in some of the test homes. The test sets will be standard television receivers, some Zenith and some other makes, which will also be capable of receiving Phonevision.

During the test it is planned to broadcast a different feature movie each night for ninety days on Channel 2. All television sets within range of the station that are tuned to Channel 2 will receive the picture, but in blurred, jittery, unintelligible form. Only the television receivers equipped for Phonevision which are used in this test will be able to receive a clear picture of the test broadcast.

The families who wish to "go to the theater at home" will call their Phonevision operator and tell her they wish to see the Phonevision broadcast. A decoding signal will then be sent to their homes over telephone wires which will make their reception of Channel 2 as clear as any other telecast. Without this decoding signal their sets will receive the same blurred, jumpy image seen on other television receivers tuned to Channel 2.

Each test family will be charged a fee of $1 for every feature movie ordered and seen on Phonevision. There will be no other charge to test families in connection with the test, and each family is privileged to see as many or as few movies as it wishes.

Commander McDonald said that Zenith is conducting the test to help determine if Phonevision is in the public interest, and to measure the willingness of American families to pay a reasonable fee to see, on their home television receivers, high quality costly programs that are not otherwise available on television. Consequently, the test families were selected by National Opinion Research Center of the University of Chicago to represent as accurate and typical a cross-section of the test area as possible. Mr. McDonald pointed

out that the original FCC authorization of the test, and this extension of the test period, are not to be construed as indicating that the Commission has or will approve Phonevision as a permanent public commercial service.

Detailed attack on the economics of Phonevision and similar pay-as-you-see home TV systems which would feature top run movie fare was made last Friday (July 28) by Nathan L. Halpern, TV consultant to Theatre Owners of America and other movie interests.

Speaking before the Southern California Theatre Owners' Association at Los Angeles, Mr. Halpern said Phonevision revenue would be only one-fourth to one-sixth the average cost of most current "A" pictures, "a sure one-way ticket to the poorhouse for Hollywood". He said the "plain facts are that Phonevision would bankrupt Hollywood's major film production and its associated talent and skilled crafts" because of limited profit potentials.

Mr. Halpern said that "theatre television presents the most natural and logical television potential for the motion picture industry. Theatre television has a television future for all segments of the motion picture industry."

If the movie industry were to stand still without making technological advances such as theatre TV, it would be hurt by the constant growth of home TV, Mr. Halpern indicated.

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CAPEHART RENOMINATION THOUGH UNOPPOSED COST $91,961

The Citizens' Committee for Capehart, supporting U. S. Senator Homer E. Capehart of Indiana, who was unopposed for the Republican nomination in Indianapolis, listed $99,679 in receipts and $91,961 in expenses. Senator Capehart was renominated for a second term at the Indiana G.O.P. State convention June 30.

Expenditures listed by the Committee included $35,492 for publicity and advertising; $26,151 for salaries and wages of office personnel; $22,608 for other office and miscellaneous purposes, and $7,700 to the G.O.P. State Committee.

The Capehart Committee listed a $11,600 item for Stephen C. Noland, former editor of the Indianapolis News, in its publicity expenses. Noland toured England last Winter and later wrote a series of stories describing conditions in Socialist Britain.

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WOR-TV, claims to be delivering video shows to more than 1,500,000 homes in the New York Metropolitan area.

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R. ATLASS NOT STAMPEDED BY TV, WAR, BUYS ANOTHER AM STATION

One person who doesn't seem to be alarmed by the future of radio, Ralph Atlass, of Chicago, who last week bought KIOA, Des Moines, Iowa, from Independent Broadcasting Co., subject to FCC approval.

Mr. Atlass, who is General Manager of WIND, Chicago, consultant to WMCA, New York, and chief owner, Vice President and Treasurer of WLOL, Minneapolis, personally owns 67% of KIOA stock. He declined to disclose the purchase price.

KIOA stockholders with him are the same men who own WLOL - David and Charles Winton of Minneapolis, John Carey, Commercial Manager of WIND, and Arthur F. Harre, General Manager of WJJD, Chicago.

Mr. Atlass said he has no plans to change the station's affiliation (Mutual) at present. He will take active part in management of the station, he said. H. E. Baker is former President of KIOA, which began operations two years ago. Station operates on 940 kc with 10 kw day and 5 kw night.

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WASHINGTON POST-CBS TAKE OVER $1,400,000 WOIC TV STATION

Television station WOIC in Washington, D. C., started operation last Friday under its new management, WTOP, Inc.

The announcement was made by Philip L. Graham, President of WTOP, Inc., Washington, and publisher of The Washington Post. The purchase of Station WOIC from General Teleradio, Inc., was completed last Friday. General Releradio, Inc., a subsidiary of R. H. Macy & Co., Inc., of New York, was represented at the transaction by Curt A. Heuser, Treasurer of General Teleradio, Inc., WOR and WOR-TV in New York and of WOIC in Washington.

The Federal Communications Commission approved the sale of WOIC, the purchase price being $1,400.00.

The Washington Post owns 55% of WTOP, Inc., the Columbia Broadcasting System owns the remaining 45%.

WOIC will continue to operate on Channel 9 and will continue to be the local television outlet of the Columbia Broadcasting System. The transmitting facilities and studios of WOIC are at 40th and Brandywine Streets, N.W. Its business offices will be in the Warner Building, where the CBS offices are located.

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SECREST GENERAL MANAGER OF RTMA AS GEDDES RETIRES

James D. Secrest, who for several years has been Director of Public Relations for the Radio-Television Manufacturers' Association on Tuesday, August 1st, assumed the duties of Secretary and General Manager of RTMA, succeeding Bond Geddes, who is retiring as Executive Vice President after 23 years' service with the Association.

Mr. Geddes will continue to serve RTMA, however, as a consultant under an arrangement with the RTMA Board of Directors effected following his request for retirement.

A long-time newspaper man in Washington, Mr. Secrest was associated with newspapers in Cincinnati and Asheville, N. C., before coming to Washington in 1929. From then until 1941, he was on The Washington Post, during which time he was on the Capitol staff. It was while he was working on the Post that he had his first contact with radio working part time for the Heinl News Service. Early in 1941 he joined the Information Division of the Office of Emergency Management which subsequently became the Office of War Information. He helped organize and directed the OWI domestic field service comprising 60 offices throughout the United States.

Before joining RTMA in March, 1945, Mr. Secrest was in charge of publicity and advertising for the wartime pulpwood production campaign conducted by the War Activities Committee of the Pulpwood Consuming Industries with headquarters in New York City.

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PUBLIC FAVORS LOUDER "VOICE OF AMERICA", GALLUP POLL SHOWS

The move in Congress for a greatly expanded program to tell America's story abroad is getting increasing support from the public.

Before the Korean war began, the vote in favor of the Benton proposal to step up our information program abroad stood at 6-to-4 in a survey by the American Institute of Public Opinion. Today (July 29) it is 7-to-4 in favor.

Among those persons who already know something about the present activities of the Voice of America, the vote for a greatly enlarged effort is substantial - nearly 3-to-1.

The resolution sponsored by Senator William Benton (D), of Connecticut, proposed a network of long wave, medium wave and short wave radio stations capable of reaching every receiver in the world, as part of a vast increase in an American "propaganda of truth".

The reaction of the general public to an expanded information program was tested in a survey in April and again last week.

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WALLACE TAG MAY BEAT TAYLOR, RADIO COWBOY SENATOR

Apparently Glen H. Taylor, of Idaho, running mate of Henry Wallace in 1948, who made his way to the United States Senate as a radio singing cowboy, has a fight on his hands for renomination in the Democratic primaries Tuesday, August 8. Factors in the situation are a change of public feeling towards him as a result of the Wallace venture and because Senator Taylor is opposed by fourteen senatorial candidates.

Not only are both incumbent Senators, Mr. Taylor and Henry C. Dworshak, Republican, seeking renomination, but their places are sought also by Idaho's two present members of the House, Representative Compton L. White, Democrat of the First District, completing his eighth term, and John Sanborn, a Republican two-termer from the Second District. Former Senator D. Worth Clark is also a candidate for Mr. Taylor's seat.

Ex-Senator Clark, with six years of Washington experience behind him, is believed to be giving Taylor a lot of trouble. Clark was a member of the Senate Interstate Commerce Committee and created considerable excitement in bringing James C. Petrillo to a Committee hearing in connection with the broadcast music row. Petrillo apparently resented having to respond and this writer's opinion was one of the causes of Clark's ultimate defeat.

Some criticism has been directed against Mr. Clark because he stayed in Washington to practice law after his defeat by Senator Taylor six years ago and only now is coming back to Idaho with the purpose of seeking office again.

Mr. Clark, member of an old Idaho family and nephew of two former Governors of the State, is campaigning vigorously on the Communist issue. Meanwhile, The Idaho Daily Statesman, a Boise Republican paper which has indicated friendliness toward Mr. Clark, is publishing daily extracts from "The Red Record of Senator Claude Pepper", emphasizing where possible references to Senator Taylor.

One of the series this week contained a reprint of a story from The Daily Worker, New York Communist organ of July 28, 1947, terming Mr. Taylor one of the "heroes" of the Eightieth Congress.

Anti-Taylor strategists say that The Statesman series is only the beginning. They assert that between now and election day, Idaho will be blanketed with attacks on and disclosures about the Senator so well documented that his political career will end on Aug. 8. Their plan is to have him depart from the Senate with his Florida colleague, Mr. Pepper, who was beaten in that State's primary.

Senator Taylor for weeks has seen these attacks coming. Early in June in a radio broadcast he told voters an effort would be made to defeat him with "smear techniques". He said then:

"I don't apologize for running with Mr. Wallace. I think he is a great American and a real patriot if there ever was one. He

He has no more sympathy for the idea of communism in this country than I have, which is none."

Meanwhile he follows campaign tactics similar to those he employed six years ago in Idaho as he covers in a typical week, such as this one, several hundred miles of town and country districts from the Wyoming border west to the Boise area. Next week he starts north toward Canada.

Usually the band appears ahead of him and plays two or three numbers to drum up a crowd, especially when the meeting is not advertised. The Taylor family joins vocally in the program, customarily contributing a number to the tune of "Dear Hearts and Gentle People". This recites that the people of Idaho have been good to the Senator and that he has done his best, and it asks that he be returned for a second term.

The singers are the Senator himself, his wife, Dora, and two of their sons, Arod 15 years old, and Paul John 9, Gregory, 4, goes along but does not take part as a vocalist. The Senator swings into his "off-the-cuff" speech, gearing it to community problems.

Registration in Idaho is not by parties and voters at the primary do not declare their party affiliation. They merely walk into the polling booth, pick up whichever ballot they prefer from the piles at hand, mark the preferred ballot, fold and drop it into the ballot box. Thus, it is not known in advance which party has the advantage in registration and experience has shown that the State is unpredictable.

As one way of insuring the defeat of Senator Taylor at the primary some Democrats, especially supporters of former Senator Clark, have suggested that Republicans in large numbers vote the Democratic ticket at the primary. This has been frowned on by the Republican State Chairman.

"We have no business in the Democratic primary and would resent it if they came into ours", Mr. Hinshaw said. "Taylor has the party split wide open. Why should the Republicans unite the Democratic party by giving them a candidate they can get behind?"

Of Idaho's dozen daily newspapers, none is backing the Senator although his staff credits a couple of those in the Southeast part of the State with giving him a "fair break" in the news columns.

Ezra Hinshaw, a former New York businessman who heads the Republican State Committee, believes a Republican will take the election regardless of who the nominee is.

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KC LINK WITH EAST TV SET FOR SEPT. 30

Network television shows by live cable are due in Kansas City beginning Sept. 30, according to word received recently from NBC and the American Telephone & Telegraph Company, by WDAF-TV, the Kansas City Star video outlet. Along with notice of the completion date for the cable, Dean Fitzer, General Manager of the video station, said that programming may be stepped up to begin as early as 2 P.M. daily. The station currently operates evening hours only, beginning at 6 P.M.

First live show likely will be the Notre Dame-North Carolina football game Sept. 30, according to announcement from the Star. WDAF-TV is taking five games via the DuMont net. The cable also is expected to make available shows from CBS, ABC and DuMont as well as NBC.

The new network link also will bring live shows to Omaha, Davenport and St. Paul. The link between Chicago, Davenport and Omaha will be by microwave relay, while the Kansas City link is a coaxial underground cable from Omaha.

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ADM. HALSEY, ALL AMERICA CABLES, RADIO, URGES MARINE REVIVAL

Fleet Admiral William F. Halsey, Jr., retired, now Chairman of the Board of All America Cables and Radio, Inc., was presented with a membership card and lapel button of the New York Propellor Club last week in the presence of officials of the cable concern and of the Propeller Club.

Admiral Halsey said that, being a Navy man, he had always been interested in commercial shipping and its role in world communications.

"I am glad to be affiliated with this group", he said. "It was my experience in the war that it would have been impossible for the Navy to exist, let alone fight, without the support of shipping. They were always there across the Pacific supply lines with the bullets and the beans. I would like nothing better than to see a solid revival of our merchant marine."

All-America Cables is an associate company in the group headed by International Telephone and Telegraph Corporation.

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JAPAN RIDS RADIO, PRESS OF COMMUNIST EMPLOYEES

Japanese broadcasting stations and newspapers have begun dismissing Communist or fellow-traveller employees. At least 180 newspaper workers were discharged - 139 in Tokyo alone. All major Japanese dailies took part in the apparently well-coordinated dismissals.

Simultaneously the Broadcasting Corporation of Japan (BCJ) refused to let more than 100 employees, all suspected of being Communists, enter its buildings. This action was taken on instructions from Maj. Edgar L. Tidwell, radio officer of the United States Eighth Army. The Armed Forces radio uses the facilities of the Broadcasting Corporation, many of whose employees are in close contact with United States Army radio personnel.

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POLICE TRAP, KILL, MURDERER FOLLOWING "WANTED" BROADCAST

Edward Sadowski, 31, wanted for the murder of Philip Anthony Faranda in Cleveland May 13, 1949, was shot and killed at 11:15 last Wednesday night (July 26) in Cleveland while resisting arrest. Sadowski was captured as the result of an intensive manhunt instigated after the July 21 broadcast of NBC's radio program, "Wanted", of which he was the subject.

After the broadcast, both police telephone wires and those at Station WTAM, NBC's Cleveland affiliate, were flooded with calls from persons who had heard the program and had seen Sadowski's picture in the Cleveland Press. The police spread a dragnet and Capt. David Kerr, Chief of Homicide, put three of his men on the radio station's switchboard.

An anonymous informant phoned Capt. Kerr Wednesday with a tip on Sadowski's whereabouts. Detective Joseph Kocevar and two patrolmen went to the East 74th Street address, where they found Sadowski cowering under a bed. When they ordered him to come out, he opened fire which they returned. Sadowski was killed. The policemen were uninjured.

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MULLEN SCOFFS AT TALK OF TV BEING CLOSED DOWN

TV will become one of the most vital means of communications between people and government should a major war develop, Frank E. Mullen, Board Chairman of Jerry Fairbanks Productions, told members of the Hollywood Authors' Club.

"In the nation's 62 most important cities and areas", he said, "television will be invaluable to demonstrate . . . the thousand and one things the public needs to know in war time."

Scare stories that TV may be a casualty of defense preparations are "completely false", he said, adding that "the demands of government on the creative ability represented by Hollywood writers, artists and producers will be enormous in even a partial war effort. . . . A decided expansion and improvement in television programming can be expected."

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SWAP OF SERVICES BY WESTERN UNION, A.T.& T. APPROVED

A Government Examiner last Friday (July 28) approved a deal whereby the American Telephone & Telegraph Co. would take over Western Union's telegraph business and Western Union would assume A. T. & T.'s public telegraph activities.

The transaction would end competition between the two companies in the telephone and public telegraph business.

Under the proposal, which still must get final FCC approval, A. T. & T. would give Western Union $2,400,000 in addition to its public telegraph business. The Bell Telephone System, an A.T. & T. subsidiary, would acquire Western Union's phone business in 28 States. Western Union would get the public telegraph business of two A. T.& T. subsidiaries - Pacific Telephone & Telegraph and Bell Telephone of Nevada - in California, Idaho, Nevada, Oregon and Washington.

The transaction would not affect A. T. & T.'s leasing of private wires for telegraph and teletype services.

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PRELIMINARY INJUNCTION IN KSFE CASE

The Federal Communications Commission has received official notification of the preliminary injunction issued on July 17, 1950 by Judge Leon R. Yankwich of the Federal District Fourt for the Southern District of California in the case of United States of America v. Oscar Dale Shelley, et al. involving operation of standard broadcast station KSFE at Needles, Calif.

Judge Yankwich found that the licensee, Shelley, had illegally transferred control of that station to Floyd Kenyon Reed; that Reed was exercising full control over the station without receiving the prior approval of the Commission, and, therefore, that "The Government of the United States is entitled to an injunction against both defendants prohibiting them from allowing Mr. Reed to operate the station."

Specifically, Judge Yankwich ordered that Shelley be prohibited from having any further KSFE arrangements with Mr. Reed, but opined that Mr. Shelley may continue to operate the station by himself, or may employ somebody to operate the station for him under his direct management or control. However, Judge Yankwich stated that any such employment of a manager of the station would have to be on a straight salary basis rather than a profit sharing basis.

While this injunction is preliminary to court trial of the case on its merits, it is important in that it prevents continued illegal operation of KSFE within the period in which that station's renewal proceeding is pending before the Commission. As previously announced, the Commission on May 31, 1950, designated the renewal application of KSFE for a hearing on issues relating to the apparent illegal transfer of control.

Under Section 9(b) of the Administrative Procedure Act, the licensee is entitled to temporary extension of his license during the period in which the renewal proceeding is pending before the Commission.

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SCISSORS AND PASTE

Sees Korea Cutting TV Mfrs. Back About 800,000 Sets
(Jack Gould in "New York Times")

What will be the effect of the Korean war on television and radio? That question already has produced answers ranging from the almost hysterical to the absurdly optimistic. If the truth be said, no one knows for sure. The needs of the military, which in turn depend on the uncertainties in the world situation, can bring changes at any time.

The one definite point is that the upward spiral of production of television sets, which has gone on almost continuously since the last war, will be curtailed. Based on President Truman's estimate of $10,000,000,000 added expenditure for military purposes, the best guess is that television set manufacture will be cur back about 20 per cent.

In the first six months of this year a total of approximately 2,000,000 TV sets came off the assembly line and, prior to the Korean emergency, the industry expected to make 4,000,000 in the last six months, or 6,000,000 for the year. Now, it is believed, production for the last six months may be cut back by roughly 800,000 sets, reducing the year's output to 5,200,000.

If the war situation worsens, the cutback will be proportionately greater, all production being discontinued in the event of full war mobilization.

But officials emphasize that the present status of the electronics industry cannot be compared haphazardly to what existed in 1939. The capacity of the industry has increased greatly, first under the impetus of World War II production and then under the impetus of the boom in TV. Even now the industry is turning out military goods at a rate of $500,000,000 a year while also making video equipment. With the Korean emergency that figure may rise to about $1,000,000,000.

Where the over-all picture is more cloudy - and probably more gloomy - is on the transmitting end of television. At present all construction of new TV stations has been under "a freeze" imposed almost two years ago by the Federal Communications Commission.

The FCC has both the color matter and the over-all allocations problem under consideration and thus far has shown no signs of not proceeding toward a decision. The consensus last week was that the FCC would keep its eyes on the headlines and be guided accordingly, which very possibly could lead to continuance of the "freeze" indefinitely. * * * *

As an example, one business man, who has an application for a TV station on file, said that it hardly made good sense to start an expensive project that might be stopped at any time.

One effect of the Korean war, however, has been to give radio a new lease on life. Since the start of the emergency news programs have enjoyed vastly increased audiences and to some extent this listenership has been carried over to other programs. News is one commodity which radio always has handled well. By contrast, television has not done a very good job.

Radio's increased audience probably has forestalled what the broadcasters had feared the most: a reduction in night time rates because of the competitive inroads made by television. * * *

Should the military situation dictate all-out mobilization, the broadcasters are the first to acknowledge all bets are off and almost anything may happen. In the last few weeks there have been repeated rumors that the Pentagon's master war plan called for a complete shutdown of all television, presumably on grounds that it might interfere with high-frequency military communications. Washington has not offered, however, any hint of confirmation and indeed the rumors have been scouted in many reliable quarters.

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Holding The Radio Advertising Rate Line
("Broadcasting Magazine")

It is quite obvious that radio broadcasters, not only networks but also station operators, must brace themselves if they hope to avoid caving in beneath the powerful pressures exerted by the Association of National Advertisers to drive down radio rates.

Unless the broadcasters can put up a stiff fight, the day is not far off when rates will collapse below any sensible levels. The decision by the networks to boycott meetings proposed by the ANA only staves off the reckoning. The major battle is yet to be joined.

Now is the time for the broadcasters to store up all the ammunition they can lay their hands on. They will need it to counter the arguments that have been carefully prepared by ANA in support of its campaign to drive radio deeper into the bargain basement.

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Parents At TV See Son On Stretcher In Korea
(United Press)

The Korean war has been brought right into the home of Mr. and Mrs. Clarence Jones of Cushing, Oklahoma.

Watching pictures from Korea on the family television set, Jones suddenly grabbed his wife's arm.

"Isn't that Lowell?" he asked, pointing to a soldier sitting on a stretcher.

Mrs. Jones moved closer to the screen, fearfully.

"Before I could answer", she said later, "the boy on the stretcher was moved right up to the front of the screen. There was no mistake; it was our son Lowell."

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Following Truman Whistle-Stop Format
("Variety")

A new wrinkle in electioneering bowed on television in New Orleans recently over WDSU-TV when Congressman T. Hale Boggs of the Second Louisiana District appeared before the cameras with his wife and three children. In a setting of the living room of a home, Boggs, seeking reelection, said that he believed it "fitting to have children on a political program because most of the grave decisions today will affect their generation more greatly than ours."

Also making brief addresses and singing on the program were Mrs. Boggs, and the children, Barbara, 11; Tommy, 9, and Corinne, 6½.

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TRADE NOTES

The Radio Corporation of America and its subsidiaries more than doubled its net income in the first six months of this year, compared with the corresponding period a year ago. The company reported earnings of $20,961,643 in the six months to June 30. This was equal to $1.40 a share on the outstanding common stock, and compares with a net of $10,122,049, or 62 cents a share in the six months to June 30, 1949.

Gross income from all sources was $248,784.358, compared with $187,257,987 in the similar period last year, an increase of $61,526,371.

In the second quarter the corporation cleared $9,725,412. This was equal, after preferred dividend requirements, to 64 cents a share on the 13,881,016 shares of common stock outstanding, and compares with a net of $4,189,965, or 25 cents a common share, in the three months to June 30, 1949.

Readers of Washington, D. C. Public Library before Korea were reported showing less interest in books on automobile repairing, machine operation, radio and television than they displayed during and immediately following World War II, but books on merchandise ratings, house planning, gardening and all phases of homemaking continued in popularity.

Tugs of Carroll Towing Company, Inc., are now dispatched throughout New York harbor by radiophone. With its own Raytheon 2-way radio system, Carroll can now issue orders to tugboat captains - and change or supplement them - on a moment's notice.

This is a long step forward from the practice in 1882, when Carroll Towing was founded. Then the best available method of communication consisted of a strong voice and a megaphone. When a job was finished, the tug pulled up opposite the office and orders were shouted through the window.

Sales of radio receiving tubes continued at a record level in June and the first half of 1950, the Radio-Television Manufacturers' Association reported last Friday. June sales totalled 32,480,668 units compared with 29,706,500 in May and 13,923,885 in June of last year. Sales in the first six months of 1950 aggregated 170,375,921 and were more than double the 81,663,213 tubes sold in the corresponding period of 1949.

The stockholders of Zenith Radio Corporation have approved the company's new profit sharing retirement plan, it was announced in Chicago by Hugh Robertson, Zenith's Executive Vice-President.

The plan, which became effective April 30, 1950, is a non-contributory, deferred payment retirement plan which designates that a percentage of the company's profits for each fiscal year be allocated among eligible employees. These employees share proportionately in the crediting of the profit-sharing contribution on the basis of their earnings for the fiscal year and their years of service.

For the fiscal year ended April 30, 1950, Zenith and its participating subsidiaries contributed $1,254,921 to the plan's trust fund.

The American Research Bureau, of Washington, D. C., audience measurement firm, this week added a new national television service to supply network ratings and audience composition for the entire United States on a monthly basis.

The new service is designed to answer the following two questions basic to all television networks and network advertisers:

1. How many people are watching each network show?
2. What kind of people are they?

In order to secure this information, ARB Director James W. Seiler in the National Press Building, has developed a probability sample of 2,200 TV homes drawn from an area representing all counties in the United States within 150 miles of a television signal. Counties are first sampled by population according to the 1950 census and then samples within the selected points for density of TV set ownership.

For one week each month, beginning October 1, regular ARB viewer diaries will be placed in each of the selected homes. These diaries record all viewing done by all members of the family and any visitors, and indicate the composition of the viewing audience to all programs.

Coincident with the introduction of new 16-,17- and 19-inch television receivers, the Stromberg-Carlson Company has announced a one-year warranty on all parts and tubes, including picture tubes. Until now, the company has been warranting parts and tubes for only ninety days. The policy will date from the time of installation of the receiver for the original consumer purchaser and will warrant all parts and tubes from becoming inoperative owing to defencts in workmanship and material.

It is expected that the dealer will pass along to the consumer the warranty charge the company is making through its distributors - $5 for the 16- and 17-inch models and $7.50 for the 19-inch unit - as a separate item in which the excise tax will be included.

The Columbia Broadcasting System and cooperating affiliates will begin a coordinated promotional campaign next month. The campaign, which is said to include the largest newspaper advertising plans in radio history, will run through October. In addition to intensive use of "on-the-air" promotion by CBS and affiliates, a comprehensive schedule of advertising in other media, particularly magazines, will be used.

Emphasis will be placed on return of nighttime shows after the Summer hiatus, and all promotion will be keyed to the theme, "This is CBS . . . the Stars' Address". Louishausman, CBS Director of Advertising and Sales Promotion, said that over 90 per cent of the CBS affiliates were cooperating in the newspaper campaign.

An offering of 289,459 shares of common stock of Raytheon Manufacturing Company, manufacture of electronic equipment to the company's stockholders at $6.75 a share goes into effect Tuesday, Aug. 1, Stockholders will have the right to buy until Aug. 14 one new share of stock for each five held. The transaction is being underwritten by a banking group headed by Hornblower & Weeks and Paine, Webber, Jackson & Curtis, which will buy shares left unsubscribed. Proceeds from the sale of the additional common stock will go into working capital to finance an anticipated higher volume of sales and for general corporate purposes.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, Editor

INDEX TO ISSUE OF AUGUST 9, 1950

No. 1933

August 9, 1950

LORAIN DECISION SEPT. 1; PAPER REFUSED TO PRINT PAID LOGS

It looks as if a decision in the anti-trust case against the Lorain Journal, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, which at the very latest was expected by now, may not be forthcoming until early Fall.

Emerich B. Freed, U. S. District Judge for Northern Ohio has made it known that he is swamped by a loaded docket, due to shortage of a Federal judge in Cleveland and a political battle to name a new one which has resulted in a deadlock. Judge Freed says he cannot get to the case, as things look now, before Sept. 1 and said it will require several weeks of study before he can render a decision.

The anti-trust case, of interest to every radio station owner and newspaper publisher in the country, involves the newspaper and four executives of the Lorain Journal Co. - Samuel and Isadore Horvitz, who own the Journal, and D. P. Self and Frank Maley - as defendants. The trial was completed in Cleveland last March after Judge Freed heard 66 witnesses for the Government and one for the defense.

The Government has charged that the Journal had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL with refusing to print station's logs as paid advertising.

The Government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violations of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The Journal had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

The American Society of Newspaper Editors, which held its annual convention in Washington, had difficult time in attemptint to resolve views on the Journal anti-trust issue. Horvitz Brothers, publishers of newspaper, attacked the government suit as interference with freedom of the press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL and space in a competitive Sunday newspaper.

As a result, ASNE took no action in the matter.

"As the judge himself took occasion to observe from the bench, the lawsuit did not involve any 'tremendous' combine", Ted Princiotti, who covered the trial for the Cleveland Plain Dealer observed. "Nevertheless, it has importance. It developed a new set of facts hinging on newspaper-radio rivalry. It posed some new legal questions.

"The civil action started last Fall by the Justice Department concerns the neighboring cities of Lorain and Elyria in nearby Lorain County. Lorain, a steel-making town on Lake Erie, has a population of about 45,000. Elyria is a county seat of 26,000 population.

"The Journal, Lorain's only daily paper, is a lusty prosperous publication. It has not had daily competition since 1932, when its owners absorbed the old Lorain Times-Herald.

"The weekly involved is the Lorain Sunday News, a shopping newspaper which publishes a Sunday issue.

"The radio station, which figured more prominently in the trial as a Journal rival, is WEOL-FM, with studios in Elyria and Lorain. It barely made ends meet last year with a $2,600 profit.

"The Government charged that the Journal tried to monopolize the News and advertising in Lorain and used unfair business methods to hurt the radio station and the Sunday News.

"D. P. Self, business manager of the Journal, hedged as a hostile witness called by the Government, but finally admitted, under judicial prodding for a direct answer, that 'We did', in response to the question:

"'Did you tell Lorain Journal advertisers that they could not continue to advertise in the newspaper if they advertised over Radio Station WEOL?'

"When Samuel A. Horvitz, publisher of the Journal, testified as the defense's only witness, he frankly said his paper discouraged the merchants from radio selling campaigns and took advantage of 30-day cancellation clauses to cancel contracts of merchants who persisted.

"In defense of the policy toward merchants who used WEOL, Horvitz insisted that the Journal had the right to reject or accept what advertising it pleased. He maintained also that this policy was not unfair to the Lorain merchants, because the Journal for years had 'protected' them by refusing advertising from out-of-Lorain merchants.

"What had looked like a minor trial point suddenly became important. In their final arguments, both lawyers dwelt at length on the interstate commerce issue. If the newspaper and radio station were not engaged in State-to-State business, then the Federal laws did not apply.

"The fast-talking Kramer argued that so long as a single electronic note from WEOL was heard outside Ohio, the station was in interstate commerce. Earlier he had put on out-of-State WEOL listeners as witnesses. He contended that the Journal, through its national news, advertising and supply connections, also was in interstate business.

Fulton argued that while WEOL, mechanically speaking may not be purely local in view of its out-of-Ohio air range, it nevertheless is purely local as a business enterprise. Both the Journal and WEOL are only "incidentally" involved in interstate commerce, he asserted.

"The Lorain Journal case marked the first time that radio-newspaper advertising rivalry had figured in an antitrust suit. Even newspaper-newspaper rivalry over ads is a fairly new anti-trust topic."

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FCC TO SET UP U. S. DISASTER AIR NETWORK

The Government last week stepped up plans for "early" establishment of a Nation-wide radio disaster communications service that could be used in case of "armed attack".

The Federal Communications Commission "earnestly requested" amateur and commercial radio station operators and other interested parties to submit comments by Sept. 15 because of the "pressure of recent world events".

Besides being used if an armed attack knocked out regular channels, the network would be available in times of flood, earthquake, hurricanes and explosion.

The Commission issued proposed operating rules but said they would be revised if necessary after the requested comments are received.

The Commission held a public conference in June on proposals for operating the service, but it said that since then "the subsequent pressure of recent world events makes the early establishment of such a service both highly desirable and necessary."

The service will be made up of both amateur and commercial radio stations and government and private operators. The network would operate on a special frequency band. Stations would organize into area networks, and individual stations would use a special "scene of disaster" frequency.

The FCC said it will consider applications for new stations to be used in the disaster network only.

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RCA TO SELL ADDITIONAL NOTES PRIVATELY

Brig. General David Sarnoff, Chairman of the Board, announced today (Aug. 9) that Radio Corporation of America has completed negotiations through Lehman Brothers to sell privately $40,000,000 of its notes to investing institutions. This amount is in addition to the arrangement in May, 1949 of the private sale of $60,000,000 in notes.

This makes a total of $100,000,000 of notes sold privately. The additional funds provided will be used for working capital for the Corporation's expanded business requirements.

The entire issue of notes is to bear interest at the rate of 3 per cent, and will mature May 1, 1974.

RCA last week announced that its sales and earnings for the first six months of 1950 were $248,784,358 and $20,961,643 respectively, compared to $187,257,987 and $10,122,049 for the first six months of 1949.

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COMDR. McDONALD REPLIES TO HALPERN'S "FILM DAILY" STATEMENT

The following statement was made last Saturday, August 5, by Commander E. F. McDonald, Jr., President of Zenith Radio Corporation:

"I had not intended to make any comment on the statement of Nathan Halpern of Theater Owners of America which appeared in the July 31 issue of Film Daily, in which he made his ill-advised and unsupported claim with respect to the income which might be expected for film producers from the operation of Phonevision if it should be approved as a regular commercial service. However, I have been asked by a representative of Film Daily to reply to the statement.

"Mr. Halpern, in estimating the extent to which owners of television receivers may be expected to pay for the privilege of seeing Class A movies in their homes, is apparently indulging in wishful thinking. He has estimated a ridiculously low figure, without having the benefit of the extensive survey which Zenith Radio Corporation has conducted throughout the country to determine to what extent the public is willing to pay for high-class television entertainment such as Class A movies in their homes. It is the considered opinion of Zenith's management that if Phonevision is approved as a regular commercial service and is put into general operation, that as the number of television receivers in the country increases the revenue which may be expected to be produced by Phonevision will ultimately far exceed the total box office of all the motion picture theaters in the United States.

"It should be borne in mind, of course, that Phonevision has not been approved and that the fact that the Federal Communications Commission has authorized the Phonevision limited commercial test in Chicago is not to be considered as any indication that it will be approved or authorized as a commercial service.

"If Mr. Halpern feels that Phonevision will be such an unimportant factor as he has indicated, I am wondering why the various Associations of Motion Picture Exhibitors are opposed to the producers renting films to Zenith for its Phonevision test and, in some instances, have indicated an intention on the part of the exhibitors to retaliate against any producer who does rent films for that purpose.

"For example, Truman C. Rembusch, President of the Allied States Association of Motion Picture Exhibitors, is quoted in the April 8 issue of the Motion Picture Herald of New York as having made the following statement: 'The Exhibitors fortunately are fully aware of the threat Phonevision presents to their business. Any producer fool-hardy enough to furnish film for the Chicago Phonevision test, I am sure, would find a spontaneous resistance towards the acceptance of his pictures by the regular theaters.' There have appeared in the press from time to time other statements and articles to the same effect and of similar import.

"I would like to repeat at this time what I have said on numerous occasions. Phonevision is not a threat to the motion picture theatres. The threat is that of the present type of conventional television. Phonevision, on the other hand, if it should be approved and put into commercial use, will provide the revenue to the motion picture producers which ordinary television is taking away from them."

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JOHN K. KOEPF JOINS STAFF OF RTMA HEADQUARTERS

John K. Koepf, former sales and public relations director of the Cincinnati, Newport and Covington Railway Co., has joined the Radio-Television Manufacturers' Association as assistant to James D. Secrest, Secretary and General Manager. He assumed his duties at the RTMA Washington office last Thursday, August 3rd.

Mr. Koepf was Washington representative and television manager for the Fort Industry Co., during 1946 and 1947.

A former newspaper man, Mr. Koepf was with The Cincinnati Post from 1931 to 1938. He was Sales Promotion Director for radio station WLW, Cincinnati, in 1938. He was then assistant to the Director of Radio, of the Procter & Gamble Co., until the war.

During the war, Mr. Koepf was on active duty in the Navy for four years until his discharge as Lieut. Comdr., USNR. He served in the BuAer and EXOS Special Devices Division as Administration Officer of the Radar and Communications design and production section.

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TV TEST PROVES COLOR CAN TRAVEL LONG DISTANCES

In an experimental transmission from Washington, D. C., the Radio Corporation of America demonstrated for the first time Monday (Aug. 7) that its all-electronic color television system can use standard coaxial cables to carry programs in color from point to point over long distances. RCA simultaneously showed how ultra-high-frequency radio relays can be employed to extend coverage from terminal stations.

During the demonstration, color signals from a special program originating at the studios of the National Broadcasting Company's television station WNBW, in the Wardman Park Hotel, Washington, were transmitted over more than 200 miles of coaxial cable to NBC's station WNBT, New York.

The signals then were put on the air in both VHF and UHF frequencies. The VHF images from WNBT were picked up on color receiving sets at RCA Laboratories, Princeton, N.J., about 45 miles from New York; the UHF pictures travelled by radio relay to NBC's experimental station at Bridgeport, Conn., for rebroadcast. These latter signals were received on a converted VHF color receiver installed in the home of O. B. Hanson, Vice President and Chief Engineer of NBC, at Westport, some twelve miles from Bridgeport.

Meanwhile, all standard black-and-white television sets in the New York metropolitan area that were tuned to WNBT's Channel 4 received the Washington program in black-and-white, effectively demonstrating the compatibility of the RCA color system.

Dr. C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories, hailed yesterday's demonstration as "a new and highly important advance in the development of a color television service for the Nation." He said that engineers of RCA Laboratories and NBC cooperated in making it successful.

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RTMA AND NSIA NAME JOINT ELECTRONICS MOBILIZATION COMMITTEE

A National Electronics Mobilization Committee, which will coordinate all industry mobilization activities and offer its services in an advisory capacity to top Government policy making officials, has been established jointly by the Radio-Television Manufacturers' Association and the National Security Industrial Association.

Comprising 22 industry leaders, the Committee was appointed jointly by Robert C. Sprague, President and Chairman of the Board of Directors of RTMA, and Frank M. Folsom, Chairman of the Board of Directors of NSIA following an emergency meeting of the RTMA Board of Directors yesterday (Aug. 8) in New York City.

Fred R. Lack, Vice President of Western Electric Company, was elected Chairman of the Committee which will set up a Washington office to maintain constant liaison with national defense officials and all agencies having to do with industrial mobilization and military procurement of radio and electronics products.

The radio-television industry is gearing itself to step up military production to from $1 billion to $1.5 billion during the next 15 months. Industry leaders have already advised defense officials of the industry's desire to give top priority to Government orders and expedite production of essential radio and electronics equipment and components.

The National Electronics Mobilization Committee will not replace the Electronics Industry Advisory Committee, which was appointed in 1948 jointly by the Munitions Board and the National Security Resources Board.

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A daring team of mountain climbers scaled Mt. Matterhorn last Sunday, according to an International News Service report from Zermatt, Switzerland, to make a world-wide broadcast from the summit of the Alpine peak. The mountain, which towers 14,780 feet above the village of Zermatt, was first conquered in 1865, although three members of the scaling party died in the attempt.

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NAB BOARD GETS ASSURANCE NO EMERGENCY PLANS NECESSARY NOW

Assured by two top Government officials that there were no plans presently contemplated, or deemed necessary, to restrict the activity of American broadcasting during the emergency, the National Association of Broadcasters' Board of Directors yesterday (Aug. 8) concluded a two day session by setting up a special emergency informational service for the nation's stations.

Following a meeting with Dr. John R. Steelman, the assistant to the President, at the White House, the Board reconvened at the Washington Hotel to implement a proposal by that official that the Association issue a regular defense bulletin to broadcasters.

The bulletin, schedule for release at least three times monthly, will brief broadcasters on Government programs for advancing the cause of the nation during the time of emergency.

In meeting with the Association's 27-man Board yesterday, Mr. Steelman and Mr. Jackson emphasized their conviction that American radio and television could expect no controls beyond those self-imposed ones that were employed during World War II. In response to an introduction by Justin Miller, Association president, Dr. Steelman asked that the NAB convey to the nation's broadcasters the Government's congratulations for the "magnificent, voluntary effort" that had been made by radio and television in stemming "stampede buying".

Earlier in the day, Wayne Coy, Chairman of the Federal Communications Commission, said that he believed broadcasting could do the job in this emergency, as it had done it before, through self-mobilization.

Mr. Coy also explained to the Board of Directors plans for the Disaster Radio Network, which were announced by the FCC, Aug. 3. The network will be established as "a liaison between local services, such as police, fire departments, hospitals, and the like", Mr.Coy explained, but envisioned plans for national hookup of the community segments if occasion demanded it.

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LOUIS HAUSMAN NAMED CBS V-P FOR SALES PROMOTION, ADVERTISING

Louis Hausman has been named Vice President in Charge of Sales Promotion and Advertising for the Columbia Broadcasting System, Frank Stanton, CBS President, announced last week. The appointment is effective immediately.

Mr. Hausman has been Director of the CBS Sales Promotion and Advertising Department since February 1949. He joined the CBS network in 1940, and a year later was named Manager of Sales Promotion's Presentation Division. In 1947, he was promoted to the post of Associate Director of the Sales Promotion and Advertising Department.

Before joining CBS, Mr. Hausman was associated with the Advertising and Sales Promotion Department of the American Safety Razor Company and Advertising and Sales Promotion Manager for the Electric Shaver Division of Remington Rand, Inc.

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WMAL LEASES ICE PALACE FOR TV SHOWS

The Evening Star's television station, WMAL-TV, has signed a long term lease for the Chevy Chase Ice Palace, which will be remodeled to provide one of the most elaborate television facilities south of New York.

Three large studios will be constructed in the 35,000 sq. ft. now occupied by the ice rink located on the second floor of the Chevy Chase Park and Shop Stores building at 4461 Connecticut Ave., N.W., Washington, D.C. Transformation of the second floor will begin immediately and the studios should be in use during October. Two studios will be approximately 40 by 70 feet - one designed for audience use - and another will be about 3 x 50 ft. The growth of television during the past two years and the demand for additional local programming caused the expansion.

The (Washington) Evening Star Broadcasting Company received the twelfth construction permit in the United States from the Federal Communications Commission, and went on the air on October 3, 1957. WMAL-TV was the first television station, including networks, to announce and follow a policy of seven nights a week programming. On Channel 7, it was the first station in the country to go on the air on a high band frequency.

During the month of July, WMAL-TV's time was divided approximately 66% local programming and 34% programming from its network affiliate, American Broadcasting Company.

WMAL-TV's transmitter will remain at its present site at American University, but all other TV activity, including film projection equipment will be moved to the new studio. The present studio is located at 1625 K Street, N.W.

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FCC GRANTS INTERCITY LINKS TO TWO TV STATIONS

Private intercity TV relay links were granted by the Federal Communications Commission last week on usual temporary basis to WSM-TV, Nashville, Tenn., and WTTV (TV), Bloomington, Ind. Crosley Broadcasting Corp's TV relay between WLWC (TV) Columbus and WLWD (TV) Dayton was renewed for a year.

In all cases FCC found that regular common carrier intercity TV relay facilities would not be available for some time and hence made the private relay authorizations conditionally until such facilities become available and the private operators have had reasonable time to amortize their investments. This is consistent with FCC's TV relay policy announced last year whereby such temporary private relays may interconnect with those of American Telephone & Telegraph Co.

A total of six relays were granted to WMS-TV for its $158,000-link to A. T. & T. facilities at WHAS-TV, Louisville. The grant was for eight months. Crosley told FCC that common carrier service

was particularly inadequate to meet its needs westward from Columbus to Dayton. The FCC noted that since A. T. & T. plans to complete a fourth channel between those two cities by April or May of 1951, it set June 30, 1950, as deadline for the operation of the private Crosley link.

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RCA REPORTS NEW ADVANCES IN COLOR TV TO RADIO INDUSTRY

Recent advances in the development of tubes and receivers by the Radio Corporation of America for use in its all-electronic color television system were disclosed last week by Dr.C. B. Jolliffe, Executive Vice President in Charge of RCA Laboratories.

In a report prepared for the information of the radio industry, Dr. Jolliffe said that research work on the RCA color tubes has now reached a point where receivers utilizing these tubes can produce color pictures of increased brightness and of substantially the same resolution and stability as pictures produced on standard black-and-white receivers.

Construction and tests of the experimental tri-color tubes to date, he declared, have given RCA information that will make it possible to continue to improve the tubes and to adapt them to mass production.

A limited number of experimental color receivers are being made for use in fulfilling RCA's testing requirements, to make receivers available to other manufacturers for their own use and investigations and permit field test installations in homes in the Washington area, said Dr. Jolliffe.

The increase in brightness of the RCA tri-color tubes was reported by Dr. Jolliffe to be due to two factors: (1) development of an improved red phosphor, making it possible to eliminate the red filter from the front of the tube and thus increase light output two to one; and (2) use of improved tube techniques which provide a higher light output, using the same applied voltages as used in demonstrations in March and April, 1950.

Progress thus far makes it appear feasible to construct tri-color tubes approximately the same length as ordinary black-and-white kinescopes. Circuits for receivers utilizing the color tubes have been simplified and made more stable than those previously demonstrated, he reported.

The present color program schedule in Washington, Dr. Jolliffe disclosed, consists of seven hours of studio programs per week, Monday through Friday, and approximately 25 hours per week of color test patterns. He said, commencing in the Fall, this schedule will be extended to include studio programs on Saturday and Sunday as well.

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RTMA AND NAB PROTEST 10% TV TAX; RTMA ASKS SENATE COM. HEARING

Both the Radio-Television Manufacturers' Association and the National Association of Broadcasters, dispatched letters last Friday (Aug. 4) to Senator George, Chairman of the Senate Finance Committee, protesting the proposed 10 percent excise tax on the sale of television sets.

The proposal was made last week by John W. Snyder, Secretary of the Treasury, and in their respective letters to Senator George, both RTMA and NAB stress television's important place as a communications service in the national defense program, and the fact that television is far more than a means of entertainment.

The RTMA requested an opportunity for industry representatives to appear in opposition to Secretary Snyder's proposal stating that new considerations underline his present proposal which were not relevant at the time of the House hearings when industry representatives were heard.

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HOUSE SUBCOMMITTEE OKAYS FOREIGN RADIO PLAN

The House Appropriations Subcommittee last week tentatively approved the outlay of $41,288,000 for construction of six high-powered radio stations and purchase of 200,000 low-cost sets for foreign listeners. This was in line with the suggestion of Brig. Gen. David Sarnoff that the U. S. distribute quantities of miniature radio receivers inside Russia and her satellites to enlarge the audience of the Voice of America.

General Sarnoff's suggestion was made during his appearance on "Meet the Press" a week ago last Sunday and when asked what proposals he would make for penetrating the Iron Curtain with greater effectiveness than American propaganda efforts now used, General Sarnoff said:

"I think it is possible to build a miniature radio receiver which, in very large quantities, could be built for as little as $2 apiece, and I think that they could be made available to the people behind the Iron Curtain."

General Sarnoff said that RCA engineers had already worked on the design of such receivers, and their experiments had proceeded to the point that he was able to predict their production at the low individual price.

He said there were "a number of ways" to distribute the sets to people in the Russian orbit.

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NBC APPOINTS BRIG. GEN MUNSON DIRECTOR OF FILM DIVISION

Brig. Gen. (ret.) Edward Lyman Munson has been named Director of the NBC Film Division, Carleton D. Smith, NBC Director of Television Operations, announced last Friday (Aug. 4)

General Munson, who was associated with Twentieth Century-Fox for four years after World War II, started there as Executive Assistant to Darryl F. Zanuck, Vice President in Charge of Production. Before joining Twentieth Century-Fox, he was Chief of the Army Pictorial Service for two years. He was responsible for procurement of stars and motion picture footage for the Army, production of training films and other informational motion pictures and the distribution of training and entertainment films to the Army and Air Forces all over the world.

In February, 1942, General Munson was assigned to General Staff Corps where he planned, organized and operated the Army Information Division. Virtually all the basic operations of this division were developed under his responsibility, including motion pictures, radio, Yank, and the Army News Service.

Born in New Mexico in 1904, General Munson is the son of Brig. Gen. Edward Lyman Munson, Assistant Surgeon General of the Army. He was graduated from the United States Military Academy in 1926. After serving at various military installations in the United States and Hawaii, he was instructor of English at West Point, 1937 and 1938, and was Assistant Professor in charge of Freshman English at West Point from 1939 to 1941. In 1941 he wrote "Leadership for American Army Leaders" which was widely used as a textbook during the war. General Munson retired at the end of the war from the regular Army after 24 years' service. He was awarded the Legion of Merit and was decorated with the Insignia of Command, Order of the British Empire.

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FM TO GET FULL CONSIDERATION BY NAB'S BAB COMMITTEE

The Broadcast Advertising Bureau Committee of the National Association of Broadcasters has been asked to "give full consideration to FM" in its plans for setting up a separate corporate sales organization for the radio industry.

Action was taken by the NAB Board yesterday (Aug. 8) meeting in Washington, referring the proposal, drafted by the Association's FM Committee, to the BAB Committee, of which Robert D. Swezey, WDSU, New Orleans, is Chairman.

The FM Committee resolution, introduced by Ben Strouse, of WWDC, in Washington, Committee Chairman, follows:

"Resolved that BAB give full consideration to FM in its work with both stations and agencies in:

"(1) Putting out such studies and analyses of FM Programs as may be appropriate.

"(2) Pointing out how FM coverage in the case of duplicating stations increases the value of the advertising dollars.

"(3) Emphasizing the audience niche that FM-only stations have earned for themselves through their programs.

"(4) Give full consideration to all the facets of FM in its promoting of radio broadcasting as a whole."

The Broadcast Advertising Bureau, sales arm of NAB, will be separated from the Association to operate as an independent corporation, it has been decided by the NAB Board.

Reports and resolutions unanimously adopted during the two day emergency session of the Board in Washington, calls for an organization geared to reach an annual operating budget of at least one million dollars. The report recommends that the separate corporation be set up immediately, and begin full operations on April 1, 1951. Consideration will be given to the advisability of adopting a new name for the BAB.

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AUSTIN ELECTED VICE PRESIDENT OF RCA COMMUNICATIONS, INC.

Harry E. Austin has been elected Vice President in Charge of the Pacific Coast District for RCA Communications, Inc.

"The new post", Harry C. Ingles, President, said, "was created by the Board of Directors as of August 1, 1950, and reflects the growth in importance of the West Coast as an international trade and communications center."

Mr. Austin has been associated with RCA Communications since July, 1927. As San Francisco District Manager for the past five years and formerly as District Manager in Los Angeles, he has actively participated in organizations interested in the development of West Coast trade.

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U.N. WOULD USE TELEVISION TO OFFSET ILL OPINION OF IT

United Nations officials have asked television networks for the chance to offset the effect of the dragged-out meetings of the Security Council by emphasizing the positive efforts of the world organization in behalf of the Republic of Korea, a special report to The New York Times states.

Meetings of the Council have been widely televized since the return of the Soviet delegation, and officials at Lake Success have become worried that the public will get the idea the United Nations is doing nothing about Korea but talking and being hindered by Soviet delaying tactics.

Beginning Thursday (Aug. 10), executives of the United Nations plan to go before television cameras at Lake Success whenever the Council meets and speak of the support being given to the South Koreans by members of the organization. They will summarize pledges of supplies and armed forces made by members of the United Nations since the war in Korea started.

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SCISSORS AND PASTE

TV Viewers Have Front-Row Seats At The Return Of Malik To U.N.

(By Jack Gould, "New York Times")

Viewers of the telecast of the United Nations Security Council had front-row seats yesterday afternoon (Tuesday, Aug. 1) for the tense and dramatic three hours that followed the return of Jacob A. Malik, Soviet representative to the world organization. From 3:12 to 6:14 P.M. there was a sense of participation in the fateful deliberations at Lake Success that was both absorbing and arresting.

The reaction at a television receiver was perhaps best exemplified by the customers in a saloon in the Times Square area. Ordinarily this bar echoes with the usual noisy comment attendant to the televising of a ball game. Yesterday there was an all-enveloping silence as the patrons deliberately tallied the number of votes which thwarted Mr. Malik's attempt to resolve the China issue by an unprecedented ruling from the presidential chair.

Both NBC and CBS television carried the United Nations proceedings in full and, significant as the words of the delegates were, the pictures also told their own story. Especially vivid on the screen were the contrasting personalities and mannerisms of Mr. Malik and Warren R. Austin, head of the United States delegation.

Mr. Malik, who never smiled once in the three hours, was almost cavalier in his role of the president of the council. In cold, emotionless terms, he would take up new items of business, always adding some, laconic remark as thought he did not anticipate any opposition. For the most part he either stared straight ahead when others spoke, occasionally knitting his fingers, or else busied himself taking profuse notes. Only in his insistence that Russia was a peace-loving nation did he raise his voice for any sustained period.

Mr. Malik spoke in Russian but, as with other delegates using a foreign language, his remarks were simultaneously translated into English.* * *

Mr. Austin's face was a study in controlled indignation as he listened to Mr. Malik's invective against "the leading classes of the United States". Several times he could be seen on the verge of biting his lip. When he challenged Mr. Malik's several excursions into parliamentary deviousness and set forth the American position, he spoke bluntly, forcefully and a little impatiently. But when Mr. Malik indulged in especially extreme examples of anti-American vituperation, a gentle smile creased Mr. Austin's lips.

Much of the effectiveness of the telecast, however, lay in incidental "shots" caught by the cameras. As they slowly scanned the place cards of the member nations represented in one room and at one table, the disagreeing voices that one heard seemed out of place. To watch a nation quarrelling like a school child who can't have his way is not an edifying sight. Television is not on Russia's side at the U.N.

The telecast was by and large well done but there were some minor slips. For one thing the cameras failed to catch the raising of hands on the vote to reject Mr. Malik's ruling from the chair that the Chinese Nationalist Government was not entitled to sit in the U.N. The cameras also were somewhat too restless, often moving around excessively at the wrong moment.

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Radiophone Service Speeds Up Newspaper Delivery
(George Brandenberg in "Editor and Publisher")

Mobile unit radio phone service is enabling the Louisville (Ky.) Courier-Journal and Times to attain 100% daily and Sunday delivery service in the city area and adjacent cities of Jeffersonville and New Albany, Ind.

The average monthly missed deliveries of 2,900 are now delivered in a matter of minutes, states Jasper E. Rison, C-J & T circulation director, who has been using the mobile radio phone service for two years at an average monthly cost of $540.

"It is difficult to estimate accurately the dollar and cents value of mobile telephone service alone in connection with the overall circulation operation", said Mr. Rison. "It is a primary part of a reorganized system for daily circulations which has improved customer service and effected a number of economies."

Suffice to say, the Courier-Journal and Times have shown an increase of 15% in circulation during the past year and a definite decrease in operating personnel. The present delivery system, making use of mobile telephone service, was devised by Mr. Rison after trying several other methods.* * * * *

Two years ago, the present delivery method was installed. City distribution area was divided into eight sections and a district sales manager appointed to supervise each section. Men carriers have replaced newspaperboys. There are now a total of approximately 350 route men and arrangements have been made for delivery of papers from the pressroom direct to homes of these carriers. This means 350 drop-off points but elimination of the expense of operating 53 sub-stations.

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Sen. Tobey Gives Advice To The Lovelorn
("Parade")

Senator Charles W. Tovey of New Hampshire often smiles at letters that pass over his desk. Some he'll never forget - like this one:

"Dear Senator Tobey:

My wife has left my bed and board and I can't understand why. I have given her an electric iron and a washer, a stove and refrigerator, everything her heart could wish. I need her. Our six children need her. Please write her a nice letter and see if you can't persuade her to come back."

The Senator was puzzled, but he composed what he considered a "nice letter" and sent it to the wife.

Weeks went by, and the episode was forgotten. But one day, while Tobey was on the Senate floor, a page rushed up with a telegram from the husband.

"She's back", it read. "You're some Senator."

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TRADE NOTES

ASCAP has extended its interim licenses for the use of its members' music on TV until Sept. 18. Presumably that date was picked because of hopes that agreement on terms for per-program licenses may be reached the preceding week at a meeting of Committees representing the video broadcasters and the Society.

The 11th annual convention of the American Federation of Radio Artists will be held in Chicago this week starting tomorrow (August 10) through the 13th. Among other things, it is understood that coming up for consideration is the renewal of the four major network contracts.

Frieda Hennock, Federal Communications Commissioner, called on President Truman last Wednesday, Aug. 2nd. The nature of her business has not been disclosed but it is possible it might be in connection with a judgeship in which, it has been rumored, she is interested.

President Robert C. Sprague of the Radio-Television Manufacturers' Association today (Wed., Aug. 9) reappointed Frank W. Mansfield, Chairman, and ten members of the RTMA Industry Statistics Committee.

The 11-man committee of marketing research and statistical experts supervises the compilation of all statistics on the radio-television industry published by RTMA.

In connection with the meeting of FM broadcasters held in Washington this week, Raymond M. Wilmotte, consulting engineer in radio and electronics, explained the operation and potentialities of Bisignal, at the NAB offices Monday, and presented a demonstration in his laboratory immediately thereafter.

Operating television sets in the Washington, D. C. Metropolitan area now number 150,325, an increase of 7,325 over the July 1 total of 143,000, according to the official estimate of the Washington Television Circulation Committee. The Committee represents the four operating TV stations in the Capital - WTOP-TV, WNBW, WMAL-TV, and WTTG.

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 40¢ per share on its Class A and Class B stock. The dividend is payable on September 1, 1950, to stockholders of record at the close of business on August 18, 1950.

Plans for a Fall television schedule starting at 8:30 A.M., EST, weekdays and continuing until midnight were announced last week for the three stations of Crosley Broadcasting Corporation. The change is effective September 4.

Two new FM-AM radios which outperform even their predecessors in the Zenith table line were announced this week by L. C. Truesdell, Vice-President in Charge of Household Receivers, Zenith Radio Corporation. They are the Super-Medallion which retails at a suggested price of $49.95 and the Super-Triumph priced at $59.95.

The new receivers complete Zenith's FM-AM table line which ranges from the famous Major - the $39.95 FM only set - to the $79.95 Super-Symphony which FM broadcasters refer to as the finest table monitor in the United States.

RTMA President Robert C. Sprague last week reappointed R.E.Carlson, Chairman of the Association's Cathode Ray Safety Committee. Mr. Carlson, of Tung-Sol Lamp Works, Inc., is an RTMA Director and has headed the Cathode Safety Committee since its formation by the Association.

Arrangements have been completed between the National Association of Broadcasters and the U.S. Bureau of the Census, to release special statistical information to broadcasters through the facilities of the NAB Research Department. At present the Census Bureau is preparing population figures for counties and cities of 1000 people and over. These releases, to be made available a State at time, will be directed to stations by NAB.

A typical CBS world news roundup, which generally includes reports from its correspondents in at least four of the world's most important cities, requires first the use of shortwave facilities to New York or San Francisco, then an intricate cable network which permits CBS to service each of its 186 network and affiliated AM radio stations and its 91 FM stations. Its correspondents' voices travel some 16,000 miles by shortwave, then 18,000 more miles by cable.

For such a broadcast the work of some 650 people is involved, including radio station engineers, announcers, telephone company representatives and short-wave operating personnel, in addition to the newscasters. Each such broadcast has a potential total audience of 40,700,000 radio-owning families, or 95 per cent of all the families in the U.S., who today own a total of 85,200,000 operative radio sets. 118,000,000 persons over the age of 10 could hear the program, which would blanket more than 99.8 per cent of the nation's entire land area.

For such a broadcast, CBS would consume electrical power amounting to 1,700,000 watts in the daytime and 1,600,000 watts at night.

Work of installing two-way radio equipment on at least one piece of apparatus in each of the seven Arlington, Va. (across the Potomac from Washington) now lacking this equipment has been started.

Aimed at giving Arlingtonians better fire protection, the installation is proceeding under the direction of fire chief A.C. Scheffel. At present only the Clarendon station apparatus has two-way radio.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

INDEX TO ISSUE OF AUGUST 16, 1950

No. 1934

August 16, 1950

YOU SHOULD BE ABLE TO WATCH TV FOR HOURS, OPTOMETRIST ASSURES

In a telecast sponsored by the Illinois Optometric Association in connection with their 42nd annual convention in Chicago on WGN-TV, Chicago, titled "TV and Child Vision", Dr. Carl F. Shepard, noted authority in optometric research, said many adults had asked him why they had headaches after watching television. Dr. Shepard replied:

"It is a new skill. When men walk they look ahead at about televiewing distance to see where they are going; but each look at that distance is very brief. We glance at the curb we are approaching when it is about 7 or 8 feet away, then look to the right or left for cars or for pretty girls, but we step up when we come to the curb. For thousands of generations men have been following a similar habit.

"But at Television, we must keep looking at the distance and the angle of the walking glance. We must learn a new visual trick. There is always some nervous tension while we are learning something new; and more when you are watching something exciting ... such as a wrestling bout, and that eventually adds up to a head ache. But, if your visual organization is as well tuned up as it should be, your first experience will be your worst. After one or two evenings, you should be able to watch TV for hours without discomfort."

Dr. Shepard demonstrated the proper use of a television set in the home and how television could be used in visual training. He said:

"Thousands of persons have asked their optometrists to explain visual problems that arise when television comes into the home or school room. The visual problems of the few who have bad eyes are easily explained. They have visual problems because they have bad eyes. But there are many hundreds who, like you and your children, have visual problems with television although they have perfectly good eyes."

The questions Dr. Shepard answered were selected from hundreds that optometrists have received, such as the following:

"What set is best for my eyes?

"A. Any one of them, but especially the one you like best when it is demonstrated for you. Your eyes will tell you what they like best.

"What size screen is best for vision?

"A. It is the same picture on all screens. You will like to sit closer to the small ones, and farther away from the larger screens.

"Do magnifying attachments save eye-strain?

"A. No. They magnify defects in the picture as well as the details; and usually increase the reflections. Study and carefully follow the instructions for tuning and focusing the set, and be sure to have the set properly installed and serviced to avoid the only causes of eye-strain that you can blame on the set you have.

"Do the filter attachments prevent glare?

"A. Sometimes, but every set has built-in filters. The very substances that produce the light that makes the picture are also filters and each manufacturer has carefully determined the light emission that has been selected by his advisors as the best after extensive and expensive research. Screens differ somewhat because opinions differ, but all are very good and none are harmful. However, the very best quality of light, even natural daylight, will not be pleasing to every individual. A small percent of individuals will find some special type of light filter most pleasing to vision; but specific filters for individual needs should be placed before the eyes, not before the set; and very few people need them.

"What is the best room lighting?

"A. The little people in the television set are gusts in your home. Place them as you would any other guest in a well lighted room so arranged that the light does not shine in their eyes. Do not put them in a dark corner, or a dark corner of the room. Have a normal amount of light on the wall behind the set.

"What is the best viewing distance?

"A. Nearly everyone has his own preference. Here let me show you.

1) Little Tommy is about three years old. He likes to be near the set. He would like to touch those little people if he could.

2) Janet is about five. She likes to be almost as near.

3) Jimmie is about six. He will sit a little farther back.

4) Robbie is about eight. He will almost join the adults.

5) and 6) Sherry and Steven are both 7. They are twins. One has just about ideal eyes and vision. The other has what may be called really poor vision. See if you can guess which is which.

I am almost at my second childhood. I like to be way back.

7) Tommy's mother is just a little bit near-sighted. She likes to join the children."

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NEW FM COMMITTEE SET UP; DR. E. H. ARMSTRONG ADVISOR

The new FM Broadcasters Committee was set up last week by FM stations meeting at the National Association of Broadcasters' headquarters in Washington. Dr. Edwin H. Armstrong, inventor of FM was present, and from time to time was called upon for advice and suggestions.

Though still just a list of five names, the Committee carries the hopes of FM broadcasters for a hard-hitting agency that will work independently of NAB but on a cooperating basis. No date has been set for the Committee's first meeting.

Named to this five-man group were Raymond S. Green, WFLN (FM), Philadelphia; H. Hirschmann, WABF (FM) New York; Morris S. Novik, WCUO (FM), Cleveland; Ray Furr, WIST (FM), Charlotte, N.C.; Elliott M. Sanger, WQXR-FM, New York. Mr. Novik was proposed as Chairman, but it was understood he preferred merely to be a Committee member.

Some 30 broadcasters met in the NAB Board room as guests of the NAB FM Committee, headed by Ben Strouse, WWDC-FM, Washington, an NAB Board member for FM. All morning and well into the afternoon the NAB Committee heard these representative FM operators recite their grievances and propose steps to solve FM's economic and engineering problems. Ed Sellers, NAB FM Director, represented NAB in the discussions.

After the gamut of FM troubles had been covered, the broadcasters started a new meeting which was declared to be entirely independent and non-NAB in character. This was based on the theory that NAB, as an all-inclusive industry trade association, could not aggressively fight FM's battles or promite it as an advertising medium.

The resolutions adopted by the first meeting, and re-adopted by the non-NAB meeting of the same broadcasters, were taken up for the third time by the NAB FM Committee, which met that evening after the open sessions had adjourned. The NAB FM Committee endorsed most of these resolutions, with minor changes, and passed them on for Board action.

One provocative resolution was passed by the NAB FM Committee. This proposed an organized campaign to promote FM by broadcasting such slogans as "If you buy a new radio or TV set without FM, you are buying an obsolete radio", or "A set without FM is only half a modern radio."

It was generally felt by the FM broadcasters that such action should be taken only if set manufacturers refuse to produce more radio and TV sets with FM tuning circuits, or FM-only sets.

Agreement was noted on the proposal that any future surveys conducted under auspices of NAB or other organization should include questions on FM and FM ownership, with the type of survey to be approved by the NAB FM Committee.

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NARND APPOINTS JUDGES COMMITTEE FOR RADIO AND TV NEWS

The National Association of Radio News Directors announced last week the selection of the following Committee to judge its annual awards for outstanding radio and television news: Robert K. Richards, National Association of Broadcasters; Erwin D. Canham, Editor of the Christian Science Monitor; Sol Taishoff, Editor and Publisher of Broadcasting Magazine; Arthur Stringer, recipient of the 1949 NARND award for individual contribution to the progress of radio news; and Arthur M. Barnes, Editor of the NARND News Bulletin.

The announcement was made by the Chairman of the Awards Committee Ted Koop, Director of CBS News and Public Affairs in Washington. He reported that the Committee already is receiving entries, which can be submitted through September 22nd.

Two awards will be given: one to a radio station for outstanding presentation of radio news throughout the year ending September 1, and the other to a television station for outstanding presentation of television news throughout the same period. The Committee pointed out that many television stations have not been in operation for the entire year but are eligible to compete on the basis of their current programs.

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A.C. & R. AND AERONAUTICAL RADIO INC. EXPAND SERVICES

Rapid expansion in the communication services available to airplanes flying the vital Pacific air routes to Korea and the Far East was announced last Friday by Aeronautical Radio, Inc., of Washington, D. C., and the Mackay Radio and Telegraph Company, subsidiary of the American Cable & Radio System.

Aeronautical Radio or "ARINC", as it is commonly known, is a communications organization established and supported by the air industry to operate radio communication stations wherever required by the air transport industry.

Mackay, under terms of a contract with ARINC, broke ground for a large extension of its radio transmitter building at Kailua, Hawaii, on June 21, and before the deadline date of August 1, had completed the structure and installation of four multichannel transmitters and associated antennas. The new equipment, which was manufactured by Federal Telephone and Radio Corporation, a subsidiary of the International Telephone and Telegraph Corporation, will enable ARINC to cover the entire Pacific area with both radiotelephone and radiotelegraph service to aircraft and base stations.

Expressing complete satisfaction with the speed with which the project was accomplished, ARINC, through its Washington headquarters, stated that the installation has already proved of great value in expediting the increased flow of air traffic to the Far East.

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NEW DAYLIGHT RADIO NETWORK'S GOAL IS 300 STATIONS

"The biggest lineup of daytime programming of any network now existing" was the goal announced in Hollywood last week by Larry Finley in disclosing the formation of the Progressive Broadcasting System. New net, which Finley will head, will start coast-to-coast broadcasting in 48 States beginning on or about November 1. Net is incorporated for "approximately" $1,500,000 and will be financed by the private sale of stock.

Programming to originate live from undisclosed Hollywood studios, will be piped to approximately 300 member stations via leased telephone lines on an open-end basis. No national advertising will be accepted during the net's daytime hours, with local stations expected to obtain sponsorship from within their own communities. There will be no network option time, Finley stated, and stations will not be required to take all the programs.

Week-day lineup will be built around four soap operas from 9 to 10 A.M., followed by a block of shows starring Estelle Taylor, Has Sawyer, Mel Torme and others. Afternoon hours will be filled by formats starring Maurice Hart, Cottonseed Clark, Dan Morton, Charlotte Rogers and Lou Nova.

Saturdays will feature Harry Von Zell, Jimmy Scribner and Bob McLaughlin.

Ina an all-out bid for Sunday afternoon leadership, the net will offer Alan Mowbray, Page Cavanaugh, Andy and Della Russell, Connie Haines, Mel Torme and a two-hour starring Frankie Laine.

Finley stated that many executives and performers now under contract to other networks would be affiliated with PBS and that their names would be released within the next 30 days.

Main studios and executive headquarters will be maintained in Hollywood, with other studios located in Chicago and New York. Present headquarters are located at 8983 Sunset Boulevard, Hollywood, California.

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$500,000 SLANDER SUIT FILED BY DREW PEARSON

Columnist and commentator Drew Pearson filed a $500,000 slander suit against California Attorney General Frederick Napoleon Howser in District Court yesterday (Aug. 15).

Pearson charged that on April 6, Howser in a conversation with two men in Santa Rosa, Calif., "Caused it to be believed that Plaintiff (Pearson) had been guilty of the crime of subornation of perjury".

Last year, Howser sued Pearson for $300,000 libel damages, claiming that Pearson had made statements which linked Howser to gambling. The suit is still pending.

Pearson said that the alleged slander had injured his good name, had brought him "into disgrace", and had lessened the value of his news articles and commentaries. Pearson said that his reputation for "accuracy and integrity" constituted a business asset.

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NAB ADOPTS RESOLUTION APPROVING McFARLAND BILL

A resolution was adopted by the Board of Directors of the National Association of Broadcasters at a special meeting of that group in Washington last week approving the McFarland Bill (S.1973), NAB General Counsel Don Petty has told the House Interstate and Foreign Commerce Committee.

Mr. Petty, speaking on behalf of the NAB, told that Committee last week that "It is the hope of the members of the National Association of Broadcasters that this bill will be enacted in accordance with the suggestions made herein." Mr. Petty was referring to a proposal that Section 8 be amended to "provide for oral argument before denying a protest in cases where an application has been granted by the Commission without hearing."

In commenting on Section 11 of the bill, Mr. Petty stated that "The inclusion of revocation for violation of a treaty, which appears here for the first time, places the broadcaster on the horns of a dilemma should Congress pass a subsequent act at variance with the provisions of any treaty which in any way affects radio broadcasters."

Other suggestions offered by Mr. Petty in regard to this section were "that revocation proceedings be tried in the district court in which the station is located" and "that the Committee give consideration to establishing a reasonable statute of limitations to revocation proceedings."

In suggesting a solution to the problem found in the section (18) dealing with the application of the provisions of the Administrative Procedure Act to all proceedings under this Act, Mr. Petty stated: "It is obvious, of course, that the issuance of broadcast licenses by the Federal Communications Commission does not come within the reason for this exception. It is still not clear even in the recent amendments of the Commission's own rule whether or not the Commission considers its initial licensing activities to be governed by the provisions of the Administrative Procedure Act."

In view of that fact, Mr. Petty suggested that problem might be solved by specifying in this bill that the action of the Commission with regard to the granting of broadcast licenses and permits shall not be deemed to be "initial licensing" within the meaning of that term where it appears in the Act.

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Production of radio receivers in the United Kingdom totaled 1,344,000 sets during 1949, compared with 1,632,000 sets in 1948 and 1,980,000 in 1947, according to Foreign Commerce Weekly.

Television receiver production amounted to 211,200 units in 1949, 91,200 in 1948, and 28,400 in 1947.

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DENIES CAPEHART RENOMINATION, THOUGH UNOPPOSED, COST $91,961

There was printed in our issue of August 2 an item from the Terre Haute, Ind., Star that the Citizens' Committee for Capehart, supporting U. S. Senator Homer E. Capehart of Indiana, who was unopposed for the Republican nomination in Indianapolis, listed $99,679 in receipts and $91,961 in expenses. Senator Capehart was renominated for a second term at the Indiana G.O.P. State convention June 30. The report went on to say:

"Expenditures listed by the Committee included $35,492 for publicity and advertising; $26,151 for salaries and wages of office personnel; $22,608 for other office and miscellaneous purposes, and $7.700 to the G.O.P. State Committee.

"The Capehart Committee listed a $11,600 item for Stephen C. Noland, former editor of the Indianapolis News, in its publicity expenses. Noland toured England last Winter and later wrote a series of stories describing conditions in Socialist Britain."

There was an immediate denial by a spokesman closely in touch with the situation who said:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even $1,000 in renominating Homer Capehart, but they did spend about $90,000 doing what the Republican State Committee should have done and would have done, if they had had the money.

"What the Citizens Committee for Capehart really did and spent their money doing was general publicity for the entire Republican ticket, and for good American Government.

"For example, they mailed out over a million pieces of literature, not about Homer Capehart directly or indirectly, but covering many subjects in respect to good government and the trend in this country toward Socialism.

"The Committee also paid for -- I think it was -- some twenty 15-minute radio programs on twenty-three stations, which cost an average of about $1,200 a week; and there wasn't a single mention of Homer Capehart's name in any of the programs, but rather it was a program warning the people of Socialism.

"The Committee also paid for syndicated advertisements in ninety Indiana papers each week for twenty-nine weeks which papers had a total circulation of about two million.

"The Committee also, of course, paid for broadcasting the seven Capehart-Jacobs debates over twenty stations for seven nights straight.

"Therefore, none of the money was spent for Capehart's renomination, but for general publicity for the Party."

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NBC'S 8-H RADIO STUDIO, CENTER THEATRE TO BE USED FOR TV

The famous concert studio 8-H of the National Broadcasting Company in Radio City will be rebuilt as one of the world's largest television studios. This is part of a gigantic program of building expansion in television being carried on by the NBC.

The leasing and transforming of the Center Theatre, the rebuilding of the Hudson Theatre and the re-construction of studios 3-A and 3-B in Radio City as television studios will give NBC two new theatres and three additional studios for television program production. As part of the expansion and building program a new master control for television also is being constructed.

All of the structure inside of Studio 8-H will be removed. A new overhead of steel construction will utilize 30 tons of steel. The balcony of the studio will be rebuilt as a control room, observation room and dressing rooms. The area of the studio will be 10,000 sq. ft. of usable space. The dimensions will be 76 feet wide, 130 feet long and 34 feet high.

Studios 3-A and B will be in operation by Labor Day. The work on the Center Theatre and Hudson Theatre will be completed in about a month. The 8-H project will take several months.

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U.S. EMERGENCY RADAR NET ALREADY GUARDS AGAINST RAIDS

An emergency radar network protecting the Nation's vital industrial and security centers now is in full operation against a possible sneak air attack, an Air Force spokesman revealed to the United Press Monday (Aug. 14).

Set up with World War II equipment, he said, these defenses will serve adequately until a permanent radar super-network can be completed. Air bases for speedy interceptor planes are part of the present plan.

"This emergency defense does not give complete coverage of the Nation", he said. "But it's concentrated on those areas most vital to the security and industrial potential of the war effort."

It was recalled that, despite this protection, in the last war some 75 percent of the bombers could be expected to get through if the attack were pushed in a determined manner.

TheAir Force spokesman described the present radar defense as operating in two main rings. The outer ring extends along the Canadian border and at least half-way down the Atlantic and Pacific coasts. This would guard against planes flying the North Pole route from Russia.

Inner rings provide specific protection for key areas in the northeast, central and northwest regions.

The Air Force also is working on the permanent $85,500,000 aircraft and radar control system authorized by Congress in March, 1949.

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REMINGTON RAND, CBS TO PRODUCE INDUSTRIAL COLOR TV EQUIPMENT

Color television for industrial, business, hospital, governmental and military use will be a reality in a few months through an unusual cooperative agreement concluded today (Wed., Aug. 16) between Remington Rand, Inc., the world's largest manufacturer of office machines, business and industrial equipment, and the Columbia Broadcasting System, developer of the CBS system of color television.

Under the agreement CBS will provide the designs of the equipment, Remington Rand will manufacture and sell, CBS will perform the testing functions, and Remington Rand will then take over distribution and installation. Existing organizations of both companies will be utilized for the project, and for the time being no expansion will be required.

The arrangement does not at the moment cover the use of the new color television equipment for color broadcasting to the public in view of the fact that the Federal Communications Commission has not yet rendered a decision in the color television case. However, the equipment can be used for color television broadcasting in the event commercial standards for the CBS color system should be authorized. The equipment is designed to operate on the standards recommended by CBS to the Federal Communications Commission.

The newly-designed equipment, to be marketed under the name of "Vericolor", will comprise a simple, compact, lightweight, single-operator color camera, a control unit with its own color monitor, and as many additional color monitors as may be required. Models of the various components were shown to the FCC last Spring during the color television hearing.

Remington Rand has been manufacturing and distributing black-and-white television equipment for industrial use under the name "Vericon". The new Vericolor television equipment is expected to be ready for delivery this Fall.

The Remington Rand-CBS arrangement contemplates intensive development of new fields for the broader employment of color television. Initially it is expected that the most common use will be for the teaching of surgical and medical procedures and for employment in dangerous industrial processes including atomic production and research

Frank Stanton, CBS President, commenting on the arrangement between the two companies, said: "We are particularly happy about this arrangement because of Remington Rand's long and successful record in the field of business and industrial equipment. The Remington Rand experience in manufacture, and the fact that it already has a widespread sales and service organization throughout the world, will act as a tremendous stimulus to the employment of color television in many fields."

The Vericolor camera occupies only one-half a cubic foot of space and is one-fifth the size of the cameras normally used in black-and-white television. The camera weighs only thirty-two pounds,

less than one-half the weight of standard black-and-white cameras.

The color pictures originated by the Vericolor equipment can be transmitted over the intercity relay facilities of the telephone company as circuits become available. By this Fall it will be possible to originate a color picture in New York, for instance, and have it appear in full color in all the major markets of the East, Southeast, and Midwest as far as Kansas City. Extension to the West Coast is expected by the end of 1951.

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RTMA AND IRE JOINT MEETING TO DISCUSS RADIO, TV DEVELOPMENTS

Latest technical developments of radio and television equipment and components will be discussed by the country's leading electronic engineers at a three-day gathering during the annual Radio Fall Meeting, Oct. 30-Nov. 1. The annual meeting of radio engineers is sponsored jointly by the Institute of Radio Engineers and the Radio-Television Manufacturers' Association's Engineering Department. This year's meeting will be held at the Hotel Syracuse, Syracuse, New York.

Featuring technical sessions in both mornings and afternoons, the meeting will be climaxed by a dinner on Tuesday evening, Oct. 31. RTMA President Robert C. Sprague will deliver the feature address and Dr. W. R. G. Baker, Director of the RTMA Engineering Department will serve as toastmaster.

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HIGGINS, WMOA, MARIETTA, O., SUCCEEDS MITCHELL AT BAB

Hugh M. P. Higgins, an NAB veteran and presently a station operator in Marietta, O., is the new Director of the Broadcast Advertising Bureau, succeeding Maurice B. Mitchell.

Appointment of Mr. Higgins was made yesterday (Tues.,Aug.15) by William B.Ryan, General Manager of the National Association of Broadcasters, of which BAB is the sales arm. Mr. Higgins will report to his new post Sept. 1.

He becomes the fourth Director of the Association's Sales Department since the BAB was organized as a part of the NAB in 1940.

Mr. Ryan said that Mr. Higgins plans to devote his full attention to development of present services of BAB, and to expanding those services, during the next few months.

Mr. Higgins has had a distinguished career in sales promotion, Association work and station management, climaxed now by his assumption of the BAB responsibilities.

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MAC ARTHUR WANTS CENSORSHIP GENERAL; RADIO, PRESS PRAISED

General MacArthur's headquarters wants whatever censorship is imposed in the Korean war zone to apply to newsgathering in the United States as well, officials in Tokyo said Monday (Aug. 14)

This counterproposal from Tokyo came as the Pentagon, backed by even higher Washington officials, was urging MacArthur's headquarters to put into effect a censorship-for-military-security.

So far as is known, no mandatory order has gone forth from Washington to the Tokyo and field commands. Dispatches up to now apparently have been couched in terms of recommendations or suggestions.

Voluntary curb on certain reports of movements of Air Force-Army-Navy units within U.S. asked Friday of radio and press by defense officers during regular Korean "briefing" session at Pentagon.

Army official, who said he knew of "no breach" thus far, added praise for radio and press for past cooperation in not using roundups of National Guard and reserve units called to service. He urged curbs "to make it more difficult for hostile intelligence . . . to find out what is going on . . ."

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GE COULD DOUBLE LAST WAR'S OUTPUT IF MOBILIZATION CALLED FOR

In the event of all-out mobilization, the General Electric Company is in a position to produce substantially double what it produced during World War II, Charles E. Wilson, G-E president, declared recently.

He said that with its postwar expansion program completed and production currently at record-breaking levels, the company is far better prepared than at any other time in its peacetime history to meet demands upon it by the Armed Services. Mr. Wilson revealed that because of the current emergency, the company has accelerated its mobilization planning, an activity which was resumed shortly after the end of World War II.

He said that approximately 20 per cent of General Electric's current business is defense work. The company had a substantial backlog of defense contracts long before the Korean War, but some of these have now been increased, he pointed out. Details cannot be revealed for security reasons.

Among the equipment produced by G.E. for the Armed Services are aircraft jet engines, gunnery systems for both aircraft and ships, radar, aircraft instruments, marine propulsion equipment, generators, motors, control equipment, and others. Research and development projects which the company is performing for the Armed Services include work on guided missiles for Army Ordnance.

The company's work for the Atomic Energy Commission includes operation of the Hanford Works, Richland, Wash., where material is

produced for atomic bombs, and the Knolls Atomic Power Laboratory, at Schenectady, N. Y., which is performing design and development work leading to a land-based prototype of an atomic power plant for ship propulsion application.

"Our best preparation for any general emergency has been our $500,000,000 expansion program to meet the unprecedented demands for both industrial and domestic electric equipment, our new strength in trained personnel in all phases of the company's operation, and our augmented supply lines from vendors and subcontractors", Mr. Wilson declared.

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EUROPEANS ARE GIVING US THE LAUGH OVER KOREA, BROOKS REPORTS

William F. Brooks, NBC's Vice President in Charge of News and International Relations, gave American listeners a report on the effects of the Korean war on the Europeans. He is overseas now, conferring with NBC's correspondents there. Speaking on the "World News Roundup" conducted by Lockwood Doty Mondays through Fridays at 8:00 A.M., EDT, Mr. Brooks said:

"The contrast between American and European reaction to the Korean war is so startling to a traveler from the States that it is difficult to appraise. A few days in England and a few days in France, however, are enough to demonstrate that distance from the scene of action is a great factor in any feelings about an international crisis.

"Europe for once is in the same position as the U.S. in 1914 and 1939. Then, Europe was a far-off place as far as most of the people in the States were concerned. We came into World War I three years after the British and the French; we were two years after them in World War II. Naturally, war-wearied Europe now gets a quiet bit of glee in the fact that the major burden of the present situation in the Far East falls on the U.S.

"Last week an editor of the Evening Standard in London headlined a story 'The Yanks Are on the Run Again!' One of the American press associations picked it up and sent it to the States, complete with captions. Lord Beaverbrook, who was in New York, cabled back a request for the young editor's resignation, which demonstrates that the thoughtful people of Europe realize the seriousness of our position."

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LARGE TV PICTURE TUBES CONSTITUTE 89% OF RTMA SALES

Large type television picture tubes -- 14 inches and over -- now constitute more than 89 percent of cathode ray tube sales to TV receiver manufacturers, the Radio-Television Manufacturers' Association reported last week. Manufacturers' purchases of picture tubes in this category amounted to only 15 percent at the end of last year. The popular 12 through 13.9 inch tube of last year amounted to only 10 percent of sales to manufacturers in June, RTMA said.

June sales of cathode ray tubes to set manufacturers as reported to RTMA showed a total of 566,942 tubes valued at $15,054,810 compared with 599,667 units valued at $14,260,114 in May.

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SCISSORS AND PASTE

Radio Aids Fire Inspections; Makes People Fire Conscious
("Fire Engineering")

Although many cities having radio-equipped apparatus conduct what may be termed "company group inspections" on a regular schedule, the Rockford Fire Department employs its radio mobile units somewhat differently.

If any of its companies is short-handed, due to special details, sickness or other factor, the company then resorts to "group company inspections", utilizing its own apparatus and two-way radio.

In general, the procedure is the same used by other communities; the apparatus is driven to the site, or area to be inspected. The truck is placed strategically with relation to the property to be surveyed so that its crew can most easily and quickly reach it from the points of inspection when summoned, and the apparatus can make a quick, unimpeded get-a-way in response to the alarm, after the men have boarded the unit.

One man, usually the driver of the rig, is stationed with the apparatus. An alarm of fire is picked up by the radio receiver in the vehicle and if it is from a location to which that company unit would normally respond, the driver merely sounds his siren to summon the men back to the rig. In some cases, where an industrial plant or other premises of some extent is being inspected, and because of area, or noise the members of the crew might not be expected to hear the driver's signals for their recall, arrangements are made with occupants of the premises to immediately notify the inspectors by relaying the signal to them wherever they may be on the premises over the plant P.A. or other signal system. However, by planning the inspection route beforehand and keeping men within the prescribed "hearing distance" it is seldom the warning recall signal is not quickly picked up.

This type of inspection has a lot of value beyond the actual checkup of the premises, in the opinion of Chief Swanson. When citizens and employees of the establishment or institution being inspected see the apparatus, it has a tendency to arouse interest in people's minds and make them fire conscious. Citizens in the street will ask firemen questions regarding fire hazards they might have in their home or tell the firemen where fire hazards might exist. There have been numerous instances where a fire truck would pull into the middle of a business block and the men start their inspection work and by the time the inspectors have reached the other end of the block, merchants or heads of other establishments to be, or believed about to be, inspected will have their places in good order.

Chief Swanson believes matters have reached a point where he could park a fire truck in almost any block in his city and would not have to send a man into a place of business because just the sight of the apparatus has such a salutory affect on the property owner or occupant.

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"We Interrupt This Broadcast To Tell You - "
("Long Lines")

One interesting fact about the 1849 gold rush was the time it took for the news to spread. While Jim Marshall, who made the original discovery at Sutter's Mill in January, 1848, and his employer, John Augustus Sutter, were not very successful in keeping their find a secret, it was not until the middle of March that the news was known in San Francisco, and not until August 19 that the old New York Herald informed the East of the gold strike. Then, several months passed before enough convincing information had been received in the Midwest and East to start the gold rush of 1849.

As an interesting communications contrast, let's suppose that this discovery of gold happened today. Think of the part the Long Lines and the Bell System would play in carrying the great news to the world and in helping speed the rush later to the West. Here's about the way it would be:

Out in California, Jim Marshall is still beaming lovingly at his first gold when the flash about his discovery reaches the key stations of the big radio broadchast chains. Announcers grab the teletyped reports and exclaim into microphones: "We interrupt this program to bring you some exciting news! Gold has been discovered in California!"

Meanwhile, Jim Marshall at Sutter's Mill has made a second discovery - that within a few hours he has become well-known not only in the UnitedStates but all over the world. By using Long Lines long distance and radiotelephone circuits and other means, foreign press groups and radio stations have obtained news of the gold discovery and have informed their readers and audiences. Even now, Jim is talking over a 6,000 mile telephone and radio channel to a newspaper reporter in London who wants to know more about the big gold strike.

Of course, Sutter's Mill by this time is alive with photographers. They have made pictures of the gold, the place where it was found, Jim Marshall, Captain Sutter, and Jim Brown, a young Indian who brought a plate for Marshall to put the gold in. Many of these photographs have already been sent by telephoto over Bell System facilities to a great many newspapers which will be publishing them this afternoon and tomorrow morning. By morning, probably a majority of the people in the country will know what Marshall looks like because the picture agencies which use these telephoto facilities serve newspapers with 75 percent of the daily circulation in the nation.

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A "Grin and Bear It" cartoon by Lichty shows an office of "Radio Moscow - Voice of Russia! - Is Only Network With No Vice President"

The fat broadcaster at the desk before a microphone, says "Voice of Russia winning war of words . . . have shown we can take Korean towns faster than Voice of America can pronounce them. . . "

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TRADE NOTES

A Dutch Foreign Office spokesman at The Hague last Monday (Aug. 14) said the International Telecommunications Conference scheduled to open in September has been called off "because of the international political situation".

Westinghouse television and radio division announced last Monday at Suhbury, Pa. price increases ranging from $10 to $30 on eight models in the 1951 television line and increases of $1 to $30 on five radio models.

The company said increased production expense, included sharp rises in certain component costs, made the adjustment necessary. But it added an across-the-board boost was avoided by analysis of the costs incurred in manufacturing each model.

A newcomer appeared on the Chicago skyline last week with the erection of the one hundred, three foot Zenith Phonevision antenna on the roof of the Field Building. Weighing four tons minus equipment and six tons fully equipped, the mast is said to be the largest TV antenna in the United States, erected to date.

One 22 foot long, one tone steel tube took 13 hours to hoist into place. When completed the five bay, super turnstile antenna Channel 2 will transmit 1000 watts.

Three experts in the field of mass communication -- Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America; Senator William Benton (D., Conn.) and Harold Lasswell -- will ask and answer the question "Can We Defeat the Propaganda of International Communism?" on NBC's "University of Chicago Round Table" broadcast Sunday, Aug. 20 (network except WNBC, 1:30 P.M.,EDT; WNBC only, Saturday, Aug. 26, 1:30 P.M., EDT).

GeneralSarnoff is a world leader in the field of communications. Benton, former Assistant Secretary of State, is an advertising expert. Lasswell, professor of law at Yale University, is a specialist in the techniques of propaganda.

A five-man Legislative Committee, under the Chairmanship of John W. Van Allen, RTMA General Counsel, was named last week by President Robert C. Sprague of the Radio-Television Manufacturers' Association to represent the Association on legislative matters. Other members of the RTMA Committee are: Frederic J. Ball, Crosley Division, Avco Mfg. Corp.; Philip Dechert, Philco Corp.; Samuel Ewing, RCA Victor Division, John W. Steen, Westinghouse Electric Corp.

James Roosevelt will "Meet the Press" over the NBC television network Sunday, Aug. 20 (5:00 P.M., EDT). The son of the late F.D.R., Roosevelt is now a leading candidate for the governorship of California. He will be interviewed by a panel which will include Warren Francis of the Los Angeles Times, Frank McNaughton of Time Magazine, Ernest K. Lindley of Newsweek magazine, and Lawrence Spivak of the American Mercury magazine.

The Transit Riders' Association of Washington, D. C. announced Monday (Aug. 14) that it will discontinue prosecution of its case against radios aboard local streetcars and busses and will instead support similar suits brought by Attorneys Franklin S. Pollak and Guy Martin.

Claude N. Palmer, President of the Association, said that for "technical legal reasons" Pollak and Martin are in a better position to maintain court action.

The cases are now before the Federal Communications Commission and the United States Court of Appeals in Washington.

President Truman extended personal greetings to the peoples of the Associated States of Indo-China last Thursday during the first Voice of America broadcast in the Vietnamese language.

The message, pre-recorded in the President's own voice, said the United States economic assistance program for Indo-China "is designed to stimulate conditions compatible with their religion and culture which will best serve the interests of the people."

It was followed by a Vietnamese translation. The program increased to 25 the number of languages utilized by the Voice of America in its world broadcasting service.

Mr. Truman said "military assistance is also being extended to provide the internal security for a vigorous, healthy and prosperous life in Viet Nam, Laos and Cambodia."

Due to substantial increases in production and material costs, list prices have been raised in Raytheon's 1951 television receivers. The higher list prices amount to $10 to $30 per set and average 5 to 7 percent above previous prices.

G. L. Hartman, General Sales Manager of Belmont Radio Corp., Chicago -- subsidiary of Raytheon Manufacturing Co. and producer of Raytheon TV sets -- said the price raise was made "reluctantly". It was forced by higher costs of materials and components, which in some cases have gone up as much as 15 per cent.

Exports of radio receiving sets from Norway amounted to 31,516 units in 1949. The principal countries of destination were: Netherlands, 22,158 sets; Turkey, 4,781 sets; and Sweden, 2,070 sets.

Joseph J. Burton, former Promotion Director of the Washington Daily News, has joined the WWDC-FM staff as an account executive. In Washington, WWDC-FM is synonymous with Washington Transit Radio, Inc.

Marshall N. Terry, Vice President in charge of Merchandising for Crosley Broadcasting Corporation, has resigned as of August 15, to devote full time to outside business interests.

Sales of Philco Corporation in the first six months of 1950 totaled $147,012,000 and net income was $6,675,000, which was equivalent, after preferred dividends, to $3.86 per common share.

In the first six months of 1949, sales totaled $103,267,000 and net income was $1,998,000 or $1.08 per common share after preferred dividends.

In the second quarter of 1950, sales of Philco Corporation were $67,525,000 and earnings were $2,598,000 or $1.49 per common share after preferred dividends.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1935

August 23, 1950

ANTENNAS INDICATE HOW EAGERLY MIDDLE WEST REACHES OUT FOR TV

by Robert D. Heinl

Doubtless the situation is the same in other parts of the country but the trail of television antennas seen on a motor trip which this writer has just made from Washington, D. C. to Indiana over the National Road (Route 40) was one of the most amazing features. All the more remarkable was that many were upwards of 50 miles away from the station or stations they were trying to get. Reception, of course, varied with the distance, altitude, weather conditions, etc., but regardless of the quality of the picture regularly received, if any, those making the effort invariably showed tremendous interest and great perseverance - much the same as in the early days of radio when we would sit up all night trying to tune in the West Coast.

Where once Abraham Lincoln journeyed back and forth to the Capital in a stagecoach through Maryland, over the Alleghenies, West Virginia, Pennsylvania, Ohio, and Indiana, you might say is now almost lined with television antennas. Antennas with cross-arms double, triple and even quadruple the number and many times the height of those ordinarily seen in the cities. One mast on the outskirts of Cumberland, Md., had so many cross-arms and was so high that it almost bent double. Another mast along the route must have been 50 ft. high with perhaps a dozen loops and cross-arms.

Practically every tavern proclaimed it had television (whether it did or not) but the number of masts over the mountaineer and farmer homes were not far behind. It was noticeable that no house was too humble to have its television antenna. Here one frequently saw homemade antennas, often of the most fantastic design. Automobile trailer camps, too, provided themselves with antennas - some for group television receivers and others connected with individual trailers.

The cream of the seeing and listening area was, of course, in the Alleghenies although transmitting stations were frequently far away. A spot which reported excellent reception was the Summit Hotel at the top of Uniontown, Pa. Mountain at a height of perhaps 3,500 feet. Pittsburgh roughly 40 miles to the north with Station WDTV was largely depended upon here.

Unusual distances were reported from the top of Big Savage Mountain, at an altitude of 2,850 feet, 2 miles west of Frostburg, Md. At Big Savage, it was said that Stations WBAL-TV and WMAR-TV from Baltimore, and WTOP-TV, WNBW, WTTG, and WMAL-TV, Washington, D.C. each over 100 miles distant, were from time to time satisfactorily received.

Nor were antennas more numerous per capita in the mountain regions than on the flatlands. They fairly blossomed forth on the route through Zanesville, Columbus, where TV station WNBS is located, and Springfield, Ohio, and Indianapolis. The last named is also served by WTTV in nearby Bloomington, Indiana, home of one of the large RCA Manufacturing plants, and said to be the smallest city in the United States to have a television station. Terre Haute, Ind., reported best reception from Indianapolis, WFBM-TV, and Cincinnati WLWT-TV.

Yet with all these antennas lining the most travelled automobile route from Washington to the Middle West, it was interesting to find the large number of people who either never saw first class television pictures or, in fact, any at all. Nevertheless, the antennas blossoming forth almost continuously on both sides of the road are surely an indication of how eagerly the people in that part of the country if not across the entire United States are reaching out for television.

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AGE NO BARRIER TO "BILL" HASSETT, ATWATER KENT VET, WITH H.S.T.

William D. Hassett, former Vermont newsman and later well-known radio publicity man who was taken into the White House secretariat by President Roosevelt and retained by President Truman, will stay on the job when he passes his 70th birthday Aug. 28. The President has set aside mandatory retirement for him.

A newspaperman in Washington and abroad for many years, Mr. Hassett was appointed assistant to Stephen B. Early in 1935 and later became secretary in charge of correspondence. Mr. Hassett handled publicity on the old Atwater Kent broadcasts.

Mr. Hassett was the top member of the White House secretariat with President Roosevelt when the latter passed away at Warm Springs. He had left some papers for the President to sign and when he went back a few minutes later the President was dead.

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PSYCHIATRISTS OPEN OWN FM STATION

The Institute of Living in Hartford, Conn., began broadcasting over its own radio station WIOL, last week. The station's power is limited to the campus of the institute, which is located close to the center of Hartford. The new station is believed to be one of the first in the country operated by a psychiatric institution.

The station is on the air several hours a day broadcasting news, special features and recorded music to guests at the institute. Special talks and musical programs by members of the hospital staff are planned. Sunday religious services also may be broadcast.

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N.Y.-CHICAGO RADIO RELAY, WORLD'S LARGEST; COAST TV STARTER

Communications history will be made September 1 when the Long Lines Department of the American Telephone and Telegraph Company places in regular service its new radio relay system between New York and Chicago. Used on a stand-by basis in recent weeks, the new super-highway of communication is the first link in a relay system that will eventually span the continent.

Capable of carrying hundreds of telephone conversations and several television programs, the new system will augment existing coaxial cable routes to the Midwest, strengthening one of the most important backbone routes in the nation's network of communications.

Built at a cost of approximately $12,000,000, the new route is the longest chain of radio relay stations in the world. Video signals or telephone messages span the 838-mile route in a series of 34 hops of about 25 miles each, all quicker than the blink of an eye. En route, the system also provides additional service to such intermediate points as Pittsburgh, Johnstown, Cleveland and Toledo.

When the radio relay system has been extended from coast to coast, it will provide another large capacity route along which any type of communications can be flashed across the nation. Construction is now completed and exhaustive tests are being made on the relay system from Chicago to Omaha. This 458-mile leg will be ready for service September 30.

Construction of the Omaha-Denver section got under way last April and installation of the complex microwave relay equipment is to begin soon. Tests for relay paths between Denver and the coast are now finished and construction of the relay stations across the Rockies and Sierra Nevadas and Coastal Ranges is in the preliminary stages. Service on this western section will be available late next year, according to the latest estimates of the Bell Engineers.

Microwaves behave much like light waves in that they are effective only to the horizon. For this reason the stations are built within line-of-sight of each other. The radio relay stations between New York and Chicago are from 60 to 200 feet in height depending on the terrain. Generally, in hilly or mountainous areas the smaller stations can handle the job because they take advantage of the natural elevation. Taller structures are usually needed to get the necessary line-of-sight in flat or gently rolling countryside.

At New York, the picture-carrying signals are flashed from a 10-foot square antenna atop the Long Lines building to the first relay station in New Jersey. The microwave antenna shoots the radio energy in a very narrow line similar to the beam of a searchlight.

This invisible radio beam, obtained by the use of a highly efficient metal lens, enables the telephone company engineers to project the signal with a transmitter power of only 1/2 watt, about the same power needed to operate a small flashlight. If the special lens

were not used, it would take a transmitter of 25,000,000 watts to produce a signal of the same strength at the receiving antenna of the next station.

The microwave signals flow through wave guides (hollow rectangular pipes) to the radio amplifying equipment where they are boosted back to original strength and shot out through another lens-equipped antenna to the next station. When radio relay channels are used for telephone messages, additional equipment is provided at the terminals to screen out the hundreds of telephone conversations, each of which rides the microwaves at a different frequency.

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SARNOFF, BENTON, WOULD COUNTER-ATTACK RED PROPAGANDA

Brig. Gen. David Sarnoff, Chairman of the Board of RCA, and U. S. Sen. William Benton (D., Conn.) have urged that the U. S. immediately launch a defensive counter-attack against Communist propaganda, and follow it up with a full-fledged, world-wide psychological offensive.

Gen. Sarnoff and Sen. Benton, with Prof. Harold D. Lasswell, of the Law School, Yale University, took part in a "University of Chicago Round Table" broadcast over the NBC last Sunday, Aug. 20, the subject of which was "Can We Defeat the Propaganda of International Communism?"

Sen. Benton proposed that the U.S. immediately invite special commissions of 100 people from every country in the world to spend 60 days in the U.S. to study and report back to their own people on the truth of Communism's claim that the U.S. is a "war monger, imperialist, and exploiter".

Gen. Sarnoff proposed that the United Nations, as well as the U.S. should have radio facilities "powerful enough to be heard throughout the world".

In waging what he called "Psychological Peace-Fare", Gen. Sarnoff said that the first task is to "tell the Big Truth about the Big Lie". Giving an example of the type of material being fed to the Russians from the propaganda mills, the General told of an article in "Red Fleet", a Communist magazine published as late as November, 1949, which reported: "American industrialists want to have all corpses skinned for use as leather. American cattle-growers are objecting to this because they don't like the competition."

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SOVIET SPY RADIO STATIONS SOUGHT IN NORTH MEXICO

Undercover agents are searching northern Mexico for clandestine radio stations, it was disclosed last week in a U.P. report, and one said the stations may be beaming information on United States troop movements to Russia.

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HARRISON, I.T.&T. PRES., MENTIONED FOR TOP DEFENSE CONTROLS JOB

William Henry Harrison, President of the International Telephone and Telegraph Co., was mentioned prominently this week in Washington for the top Commerce Department job in administering new defense controls over materials.

General Harrison has an extensive business background which led him to the post of Director of Production in the War Production Board. Then, as a Major General, he headed procurement for the Signal Corps during the war.

If he takes the Commerce Department post, he would be in charge of the priorities, allocation and inventory control of industrial materials. It is expected that the President will delegate these powers, contained in the Defense Production Bill now being debated in Congress, to the Department.

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"MEET PRESS" SUES MUTUAL ON CONTRACT

The owners and originators of the "Meet the Press" radio and video news forum announced yesterday (Aug. 22) that they will file suit for $1,250,000 against the Mutual Broadcasting System, charging breach of contract and plagiarism of their program idea.

Martha Rountree and Lawrence E. Spivak, originators of the so-called "press conference of the air", said they had instructed their attorney, Maurice Smith of New York, to file the $1,250,000 damage suit next Monday.

In a statement released to the press, MissRountree and Spivak asserted that Mutual "deliberately" canceled a "Meet the Press" contract which had two years to run and replaced it with a "flagrant carbon copy" called "Reporters' Round-up". The new program, they charged further, appropriates "not only the basic format", but uses "regular participants" of the "Meet the Press" show.

The Mutual presentation of Reporters' Roundup at the same time the next week following the last broadcast of "Meet the Press" "improperly represents and implies that it is a continuation - under a different title - of 'Meet the Press' , and as such is unfair competition and a breach of faith as well as contract", the two declared.

The television version of "Meet the Press" is telecast over the National Broadcasting Company network and is separate from the radio version.

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NAB ASKS INDUSTRY TO UNDERWRITE RATE STRUCTURE SURVEY

In reply to a proposal by the Association of National Advertisers that drastic cuts be made in the rate structures of radio stations and networks, the National Association of Broadcasters is requesting the entire broadcasting industry to join together in underwriting a special survey designed to provide the true facts concerning this rate structure.

The special survey is being proposed to provide the true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs. It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs.

It was pointed out that in order for the survey truly to reflect the facts the maintenance of existing rate structures is essential. Stations will therefore be requested not to yield to pressures from organized groups of buyers pending the completion of the survey.

The NAB proposed that organizational details attendant to such a survey be undertaken immediately in order to enable the study to be completed by March 1, 1951.

In view of the fact that the Broadcast Advertising Bureau Committee of the NAB has recently completed its study resulting in the proposal that BAB become a separate corporation, it is felt that this Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., would be well qualified to take over organizational details in connection with a survey of this type.

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TELEVISION IN LONDON BUSES

Television has been installed in buses traveling between London and outlying points, according to the London Daily Express, and passengers coming home at night from the seashore or other places will have "pictures all the way".

Six aerials, one receiver and TV screens on nine-inch tubes comprise the installation. The screens, one on each side, face the passengers on panels a little below the ceiling of the bus and back of the driver.

There is no extra charge. Television license holders in Britain are not permitted to collect a fee for TV entertainment.

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$975,000 RADIO-TV PRICE PAID BY GILLETTE FOR WORLD SERIES

Television and radio broadcasting rights to the 1950 World Series went this week to the Gillette Safety Razor Company and the Mutual Broadcasting Company for $975,000. Television cost the companies $800,000, radio $175,000.

The bid - near the million-dollar mark from a $65,000 beginning in 1947 - was $600,000 higher than last year.

Baseball Commissioner A. B. Chandler announced the deal Monday (Aug. 21) in Cincinnati.

From this money, the players' pension fund - an insurance annuity system that costs about $200,000 each year to operate - will be paid.

Gillette and Mutual televised the 1949 World Series.

The whole thing is a far cry from the total receipts for the first World Series in history, that of 1903, when the "take" was $50,000.

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CLARK LEADS SEN. TAYLOR BY ONLY 899 VOTES

With official returns from six counties still lacking, D. Worth Clark as of Aug. 20, held only a 899-vote lead over Senator Glen H. Taylor in their Democratic primary race for the Senate nomination. Returns, based on official results in thirty-eight counties and on unofficial returns from six counties, gave Mr. Clark 26,882 votes to 25,983 for Senator Taylor.

Senator Taylor's office in Washington refused to comment on reports that the close vote might call for a recount.

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TELEVISION SETS IN URBAN HOMES MAY BE 5,000,000 OR MORE

Of the nation's urban homes, 18.4 per cent now have television sets, according to the May, 1950, psychological barometer of 10,000 home interviews just made public. This figure represents a rise of 5.3 per cent over the 13.1 per cent figure obtained in the February barometer, the Psychological Corporation reports.

Projected to all American urban households, the latest figure means that 4,784,000 urban homes had television sets at the time of the survey. That projection is based, the study explained, upon latest United States census estimates of 26,000,000 urban households.

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WESTINGHOUSE WOULD SOLVE COLOR TV WITH MIRRORS

A mirror that reflects only one color is said by the Westinghouse Company at Pittsburgh to be hastening the day of color television.

By depositing ultra-thin lines of metallic compounds on clear glass, Westinghouse technicians are producing mirrors that "see" and reflect only one color - either red, blue or green. It's part of a research program aimed at uncovering new knowledge and techniques in the field of color television.

The mirrors are used at both the transmitting and receiving ends of the television system. At the transmitter they pick up the color picture from the camera and split it up into its three basic colors - green, blue and red. These are sent in proper sequence through the system. Another set of mirrors at the receiver "gather" in the colors and help regroup them in the color picture seen on the television screen.

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RCA RELINQUISHES FOUR TRADE-MARKS TO RADIO, AND TV INDUSTRY

Three of television's best known trade-marks and a famous miniature tube name are being voluntarily surrendered to the public domain by the Radio Corporation of America, it was announced last week by Frank M. Folsom, President.

Mr. Folsom said that the U. S. Patent Office has been requested by RCA to cancel its registration of these registered trade names: Iconoscope, first electronic "eye" of the television camera; Kinescope, picture tube of television home receivers; Orthicon, improved television pick-up tube; and Acorn, tiny radio tube now a commonplace in portable sets.

"Now that television has become established", Mr. Folsom declared, "RCA finds gratification in the fact that the industry uses these names in a generic and descriptive manner. In relinquishing our registrations for the benefit of the industry, we are following RCA's traditional policy of stimulating progress in the radio and electronic fields."

The three television trade-marks are of Greek derivation. Kinescope, registered by RCA in 1932, stems from "kineo", meaning "to move", and "scope", signifying "observation"; Iconoscope registered in 1935, incorporates the Greek "icon", meaning "image"; Orthicon, registered in 1940, employs the prefix "ortho", meaning "direct".

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RADIO CROOK LANDS IN JAIL IN NEW QUIZ PROGRAM RACKET

A swindle concocted in equal parts of super salesmanship, radio quiz programs, the universal desire to achieve quick wealth and a play upon the feelings of minority groups ended with an arraignment in Mid-Manhattan Magistrate Court in New York City this week.

Brought before the courts was 59-year-old Henry Davis of Orange, N.J., a man with a criminal record for twenty-five years. Detective John Sheehan of the Main Office Squad, assigned to the case for two months, outlined the pattern of Davis' campaign.

Reprecenting himself as a salesman of an encyclopedia, Davis would go to the home of a family in a minority group. He would tell them that his concern was angered because radio quiz programs were discriminating by not directing telephone contest calls to members of their group. Then he would tell them that if they bought the encyclopedia his concern would arrange for a quiz program to call. They would then be asked three questions. He assured them that he would inform them on which page of the encyclopedia they would be able to find the answers.

That very evening a new automobile would be standing in front of their house. And two days later Davis said, he personally would bring over the remainder of the $5,000 in prizes.

The scheme worked well. Complaints against the swindler were made in many parts of the country. The encyclopedia concern and several radio quiz programs appealed to the police, and several New York detectives were assigned to the case.

The break came in Albany. Davis, an inveterate horse player, had visited Saratoga and gone broke. (Police estimated that he lost $750,000 on the horses since he was first convicted of grand larceny in 1925.) In order to raise cash, Davis went to Albany to work his scheme. But the housewife that Davis visited there already owned the encyclopedia in question. Because she had paid $10 less for her set than Davis asked, she notified the police. Davis was arrested and brought to New York.

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INDIE MOTION PICTURE PRODUCERS' HEAD NOT WORRIED ABOUT TV

I. E. Chadwick, President of the Independent Motion Picture Producers' Association, upon returning to Hollywood last week from a four months' speaking tour of the country expressed surprise that theatre grosses generally were so good. "There are a few weak spots", he said, "due mostly to local conditions. And surprisingly, I found not so much alarm about the effects of television on the box-offices as I had been led to believe. There is no panic about it, and there is no substantial basis for fears. Grosses are only off about 10 percent from the peak."

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EISENHOWER TO OPEN RADIO FREE EUROPE CRUSADE

Gen. Dwight D. Eisenhower's address opening The Crusade for Freedom, a nationwide campaign to mobilize the American people for getting the truth to countries behind the Iron Curtain, will be broadcast over the Columbia Broadcasting System and other major networks on Labor Day, Monday, Sept. 4 (CBS, 11:15-11:30 P.M., EDT).

This will be General Eisenhower's first major address since the outbreak of the Korean war and he will offer his views on the crisis.

During The Crusade for Freedom, which will run for six weeks and is based on an idea of Gen. Lucius D. Clay, millions of Americans will be asked to sign pledges affirming their belief in the cause of world freedom, and to participate, through small contributions, in the campaign to counter Communist propaganda through broadcasts over facilities of Radio Free Europe.

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FLOATING "VOICE" STATIONS CONSIDERED IN PROPAGANDA WAR

Ships converted into floating radio stations may be used to beam Voice of America broadcasts into iron curtain countries as part of this country's new psychological warfare program, informed sources revealed to the Washington Post.

Officials are considering the idea as one step in the proposed $89,000,000 "campaign of truth" against Communism. But the plans are still highly tentative, informants said.

Another idea is to distribute thousands of low-cost, mass-produced radio receivers in Communist-controlled areas. David Sarnoff recently stated he believed RCA can produce such receivers for $2 each. Officials here say 50,000 of them could be got into Communist countries.

Voice of America ships might be stationed in the Baltic, Red Sea, Persian Gulf, Mediterranean and Pacific near China and Russia.

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TV CROSSES ENGLISH CHANNEL; OTHER IMAGES CLEAR 80 MILES AT SEA

The first television pictures ever sent across the English Channel were received in London last week from a portable transmitter in a public square in Calais, France. The pictures sent, as a test, showed scurrying Calais pedestrians. Three relay points were used for the transmission, which was a warmup for a public cross-channel television display on Aug. 27, centenary of the first cross-channel cable.

Clear, steady television pictures were reported received on a Zenith TV set 80 miles at sea recently on the Furness Line's "Queen of Bermuda".

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DuMONT TESTIFIES AGAINST TV TAX IN SENATE

The Treasury's proposed excise tax on television receiving sets is contrary to the public interest and would be a burden on a new industry, Dr. Allen B. DuMont, Chairman of the Excise Tax Committee of the Radio-Television Manufacturers' Association, testified last week at a hearing before the Senate Finance Committee.

Dr. DuMont stated:

"The public interest values inherent in television must be weighed against the one reason offered by Secretary of the Treasury Snyder in support of the tax -- 'the extension of existing excises in the interests of competitive equality', wherein he stated that television is competitive to other forms of entertainment which are subject to excise taxes, such as sports events and movies.

"We believe that three important public interest factors are at issue. First, the fact that television, an industry which for commercial purposes is only three years old, is being subjected to an excise tax which in the past has not been placed on any other industry in such a comparatively early stage of development.

"Secondly, in times of international crises and national emergency, nothing can compare with television as a means of developing and maintaining public morale.

"Finally, television cannot be equalled as a medium for visual training of the citizens of the United States in general defense and self-preservation in the event of an all-out at-home war.

"The television industry is in a state of flux, with many technological changes still taking place. Its growth has been retarded by the 'freeze' imposed by the Federal Communications Commission on construction of new television stations since September, 1948. Many television stations and all television networks are operating at a loss. Manufacturers have still to make up the enormous investment they have put into research and development in the new medium."

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APGAR, WORLD WAR I "HAM" DIES; BROKE SAYVILLE CODE

Charles E. Apgar, 85 years old, a "ham" radio operator who recorded code messages during World War I from a German station at Sayville, L. I., which proved to be tips to German submarines on the movements of neutral ships and caused the Government to seize the station, died at Westfield, N.J. last Friday, Aug. 18.

In 1915, he was operating in his house at Westfield his own amateur station, W2MN. At that time the German radio station at Sayville was under suspicion of the U.S. Government. It was feared that its apparently straightforward commercial messages actually were in cipher code and Government censors were assigned to try to figure out the truth. Nothing came of that effort and then W. J. Flynn, Chief of the U.S. Secret Service, heard of Mr. Apgar and pressed him into service because he had a recording arrangement.

Mr. Apgar recorded the radio signals sent out from Sayville. Secret Service men then broke the code in which they were sent and discovered the tips to the submarines. Then the Navy seized the station

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THEATRE OWNERS SEE TV AS SUPPLEMENT ONLY

Theatre television is intended to supplement, not supplant, film features in theatres, Gael Sullivan emphasized last week in a foreward to a TOA brochure containing Nathan Halperin's recent address on theatre television before the Southern California Theatre Owners Association.

"There is no desire to monopolize any category of films for theatre television, any more than the films have ever monopolized programs for theatres", Mr. Sullivan states.

"An important direction for the motion picture industry is theatre television as an added attraction to the basic film features", the TOA executive points out. "If theatre television were to increase boxoffice only 25 times a year, it might well provide for profitable theatre operations and in stabilizing all segments of the film industry."

Copies of the brochure are being mailed to all film producers and studio representatives, to radio and TV editors and to Senators, Congressmen, members of the FCC and other government officials.

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AXIS SALLY, RADIO TRAITOR, MOVED TO FENCED-IN JAIL

Mildred Gillars, better known as Axis Sally, who is serving a 10-to-30 year prison-term for treason, has been transferred from Lorton penal institution near Washington, D. C. to the Federal Women's Reformatory at Alderson, W. Va.

Donald Clemmer, District Director of Corrections, saidthe transfer was ordered by Attorney General J. Howard McGrath now that all appeals and motions by Miss Gillars' attorneys have been decided.

Mr. Clemmer said he got rid of 48-year old Mildred Gillars, convicted two years ago, because he felt she was "unpredictable".

He said Sally had not tried to escape, but she got "that faraway look" whenever she got near the woods which surrounds Lorton's unfenced precincts. She hadn't been acting "strange", he said, but he got an "impression, a feeling, a hunch" that maybe she should be held elsewhere. She was transferred last week.

Miss Gillars, who was dubbed "Axis Sally" by American GIs who heard her Nazi propaganda broadcasts from Berlin in World War II, was convicted of treason last year.

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A cartoon by Herblock in The Washington Post depicts the Soviet Propaganda Department. Stacks of prepared broadcasts and speeches in the U.N. are shown. An officer who is showing Stalin about the place becomes so enthusiastic, he exclaims: "To give you an idea how effective our propaganda is - we're beginning to believe it ourselves."

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SCISSORS AND PASTE

Keep Communications Private!
("Long Lines Magazine")

We Long Liners are well aware of our responsibility for insuring the privacy of communications to the users of our services. Keeping communications private is not only an essential part of our business but it is illegal not to do so. There are severe penalties for violations of our country's Communications Act. This matter of privacy is especially important with the unsettled world conditions of today.

In this connection, FBI Chief J. Edgar Hoover recently said: "The communist threat to the United States is real and ever-present. In the event of a national emergency, our public utilities, our systems of communications and transportation, and our basic industries would loom as important targets for their conniving aim to infiltrate and disrupt the vital life stream of our American system."

The Communications Act of 1934 states in part: "No person receiving or assisting in receiving, or transmitting or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof. . ."

Our Company's practices (Long Lines Department, American Telephone and Telegraph Company, 32 Avenue of the Americas, New York City), are designed in all respects to ensure privaty to users of our service, and it is important that employees know the practices, understand them and follow them rigidly. Details concerning the Communications Act and Company regulations for privacy are available in a booklet called "Protection of Telephone Plant and Service" which has been given to employees during the past few years.

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G.I.s Find Red Radio A Lot Of Hot Air Waves
(By Walter Simmons "Chicago Tribune" Press Service with the U.S. 8th Army Headquarters in Korea)

The North Koreans are using Japanese war time methods in their radio propaganda, but the results are so crude they arouse only laughter.

GI listeners promptly hung the label of "Seoul City Sue" on the enemy's equivalent of Tokyo Rose. Sue isn't very good. She is far from seductive vocally and her "facts" conflict sharply with ordinary knowledge.

A cultured English voice nightly parrots the Moscow line from Seoul. The speaker is believed to be a former British pilot who turned Communist and has broadcast and writtenfor the Chinese Communists for several years. The few GIs who have access to radios consider his accent howlingly funny. However, they stop laughing when they hear American prisoners on the air - one or two nightly - because between the lines can be read the coercion that turned them into Moscow stooges.

A lieutenant began his statement with "I was told to say." An artillery major ended with, "Goodbye and hoping to see you soon."

A lieutenant said, "The 306 prisoners in this camp wish for the war to end as soon as possible."

The communist speech writers strive to promote friction between American officers and their men. A corporal was compelled to say: "I was driven about by officers for 10 tedious years. My army life made me culturally and politically ignorant. They taught me only to drive a truck. I have never seen any army as strong as the North Korean. Hurrah for the Korean People's army."

What the army will do after the war to those who permit themselves to be used for propaganda purposes is unknown. Technically, they could be tried for treason. The broadcasts are being monitored and recorded.

Many such messages are inoffensive when read in a faltering voice by the prisoner himself. However, the Korean translation which follows bears little relation to the English version.

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Points to Necessity of Speeding Up Radar Interceptors

(John S. Neustadt in a letter to the Editor of the "New York Times")

In the Times of Aug. 9 the article stating that our Air Force is told to speed up a radar screen enabling it to spot approaching planes 150-300 miles away evokes considerable doubts as to the practical efficiency of this "Maginot Line" of the air.

The latest bombers have a speed of 300 miles and more per hour. If our radar equipment would pick up an approaching squadron about 200 miles away from its goal there would be no time left for intercepter planes to meet the hostile planes, and certainly too little time would be left for civil populations to get warnings in time to seek protective shelters.

With the present development of speedy long-range planes it would seem reasonable to throw a net of radar-equipped ships (with anti-aircraft and anti-submarine accouterments) around the nation as much as 800 miles from our coast lines, so that hostile planes can be spotted with plenty of time for warnings and defense measures available.

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From Whence Came The Word "Electronics"?

("Tele-Tech")

A recent issue of the Magazine "Electronics" asserts: "Back in 1930 McGraw-Hill coined the word electronics." That is not true.

The facts are that a year before, in 1929, after M. Clements had outlined and proposed a magazine embracing the increasing and diversified uses of the vacuum tube, (which magazine he had proposed calling "Electrons"), he and O. H. Caldwell, discussed plans for the new magazine with Dr. John Mills of Bell Labs, who suggested a term already being used in England, "electronics". This Bell Lab's suggestion Clements and Caldwell then adopted. So the word was evidently coined before 1929, and undoubtedly used abroad in science nomenclature long before the magazine ever appeared.

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TRADE NOTES

The Federal Communications Commission is angling for the job of handling communications such as the War Communications Board during World War II, Jerry Kultz, Washington governmental columnist writes.

Gardner Cowles of the Cowles Broadcasting Co., and his wife Fleur (of Flair magazine) will receive a Neiman-Marcus Award at the Mid-Century Exposition of Fashion Sept. 4. They are being cited for "a fresh interpretation of the news of fashion through magazines, the newspaper and radio."

Although the station will not begin operations until next month, the Nashville Tennessean heralded its new station WSM-TV station last week with a 64-page television section.

American Broadcasting Company, Inc. - Six months to June 30: Net income $180,000, equal to 11¢ a common share, contrasted with a loss of $46,141 year before.

Peter Borras, 60-year old president, manager and founder of the Madrillon Restaurant in Washington, D.C., died of a heart attack last Monday night.

Mr. Borras, whose wife Gladys was well-known to the radio industry as secretary to Frank M. Russell, National Broadcasting Co. Washington Vice-President, was a native of Spain but had lived in Washington about 40 years.

A recording kit no larger than a physician's bag, NBC reports, is helping news correspondents capture the sounds and comments of the war in Korea for presentation to the listening public of America. As self-sufficient as the portable radio seen at beaches across the country, the recorder operates on just the same type of betteries which power the radio and can be taken to the "beaches" at the front with equal facility. It is replacing the typewriter as the symbol of the radio war correspondent.

Sparks-Withington Company and Subsidiaries - Year to June 30: Net profit, $459,083, equal to 48¢ a common share, after a $67,938 loss resulting from devaluation of Canadian dollar. This compares with a profit of $25,709 in the previous fiscal year. The company expects to mail the annual reports to shareholders about Sept. 11.

Longines-Wittnauer dealers from all over the country, in New York City to attend the American National Retail Jewelers' Ass'n convention convened in Columbia Broadcasting System Playhouse No. 3 to listen to an informal talk by Frank Stanton, President of CBS.

Licensed television receivers in the United Kingdom totaled 382,348 on May 31, 1950, of which 109,852 were located in London. On January 31, 1950, the number of licensed receivers was 280,092, of which 85,991 were located in London.

New and more powerful RCA Carfone radio communication equipment, meeting both city and suburban mobile communication needs of public utilities, and police, fire-fighting, taxi, and commercial services, has been announced by the RCA Engineering Products Dept.

The new Model CMV-4A Carfone, designated the "Super Carfone 30", is designed to supply over 30 watts of power output over the entire 152-174 megacycle range, embracing the commercial and government frequency bands. It is especially effective in achieving signal quality in crowded metropolitan areas and broader coverage in suburban areas.

Radio Moscow is urging large-scale advertising to influence Russian buyers.

A broadcast, picked up by United States Government monitors, complained that while Soviet cooperatives were boosting production, no one was trying very hard to get the people to buy the goods produced.

"The time has come when our cultured Soviet advertising must be used on a large scale", the Moscow radio said.

Trav-Ler Radio Corporation: Six months: Net income, $575,055, equal to 91¢ a share. No comparison is available.

WNAX, Yankton-Sioux City, a Cowles station, last week offered free of charge a newspaper-size Korean War Map to listeners requesting it. A time schedule of WNAX newscasts appears on the map with sponsor identification.

The offer was introduced on the air on an evening newscast, a few hundred requests were received the very next day. On the second day WNAX found it necessary to hire five extra girls to process the deluge of requests. At the end of the week, 15,528 WNAX listeners had requested the map. In a little over two weeks the printing order of 35,000 maps has been virtually exhausted.

Imports of radio receiving tubes into the Union of South Africa totaled 407,556 units in 1949, of which the United States supplied 214,472 and the United Kingdom 164,703.

An estimated 600,000 receivers are in use. About 90 percent of the sets were manufactured after 1939.

Jack R. Edmunds, Program Director for radio station KPRC and KPRC-TV, at Houston, Texas, died of a heart attack last week while on his way to work. His age was 41.

Mr. Edmunds, who had been with KPRC since last January, formerly served with KXYZ and KTHT, both Houston radio stations. He was Program Director for the American Broadcasting System in Washington, D.C. during World War II.

A new relay power supply for AM, FM, or TV studios now available, RCA states, employs the latest in mechanical layout and design, plug-in type electrolytic capacitors, resistors with ratings well above requirements, and a tapped transformer for increasing output voltage.

Designated the RCA Model BX-4A, it suppliesup to two amperes of filtered direct current at 24 volts to relay and pilot-light circuits.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1936

August 30, 1950

TOBEY (N.H.) NEXT RADIO SENATOR TO FACE PRIMARY HELL-FIRE

With the smoke of battle from the Democratic primary hardly cleared away in the photo finish defeat of Senator Glen Taylor (D), of Idaho, "Radio Cowboy", and Henry Wallace's running mate, by Ex-Senator D. Worth Clark (R), former member of the Senate's Interstate and Foreign Commerce Committee which passes on all radio and television matters, the next man of interest to the industry who may (or may not) be burned at the Congressional renomination stake, this time, in the Republican wigwam, is the veteran Senator Charles W. Tobey(R) of New Hampshire.

Senator Tobey has a record of having never lost an election contest in his climb from town selectman through both houses of the State Legislature, Governor, member of the U. S. House of Representatives and finally the Senate. Senator Tobey is opposed by J. Wesley Powell, former administrative assistant to Mr. Robey's Republican colleague, Senator Styles Bridges.

Mr. Powellis 34 years old, a lawyer, and World War II disabled Air Force veteran. The age of Senator Tobey is not given in either the "Congressional Directory" or "Who's Who" in America", the sketches for which are usually written by the biographees. The Associated Press estimated his age at 69. He was born in Rosbury, Mass. Mr. Powell is the first of the ninety-six Senate administrative assistants to make a bid for the Senate. He gave up his $10,000 a year job with Mr. Bridges before making his formal announcement that he would try to unseat Senator Tobey.

The new posts of administrative assistants to Senators were created by a 1946 law. The position is supposed to go to an expert who can do staff work for the Senators. However, the thing that the Senators and their administrative assistants are talking about is the fact that Mr. Powell would step out of Mr. Bridges' office to try to defeat Senator Tobey in the same State and same party.

Although there has been no public break between the two New Hampshire Republican Senators, they often are on opposite sides on major issues. Mr. Bridges at 52 is the senior Senator, having served since 1937. Aides of Mr. Tobey say that he gave Senator Bridges his first official job as a member of the New Hampshire Public Service Commission in 1930 when Mr. Tobey was Governor.

Senator Bridges has been one of the leaders in the so-called Senate economy group and votes most of the time with the Republican opposition to the Truman Administration. Senator Tobey, on the other hand, frequently has backed Democratic programs. At other times, he has been one of their most caustic critics.

Friends say that Mr. Powell decided to try for the Senate after acting as Chairman of the Speakers Bureau for Senator Bridges' 1948 campaign. When scheduled speakers failed to appear, Mr. Powell took the platform and made a hit, his friends add.

Drew Pearson had this to say of the current Tobey-Powell contest:

"Big-time money is still pouring into senatorial primaries, the latest to attract attention being the New Hampshire battle between two Republicans, elder Statesman Senator Charles Tobey and former Senate Secretary Wesley Powell.

"Powell, an energetic young man who formerly ran the office of New Hampshire's Senator Styles Bridges, seems to have an abundance of funds to spend in his campaign against Tobey. Yet he resigned from his job with Senator Bridges one year ago, has no law practice, no other important means of support, and has been giving all his time to campaigning.

"Where he gets his lush campaign chest is not yet known. However, Truman's close friend Ed Pauley once vowed that he could contribute any amount of money to defeat Senator Tobey. This was after Tobey led the Senate attack which defeated oil-man Pauley for appointment as Undersecretary of the Navy. Tobey maintained that with the Navy buying large amounts of oil, a big oil man who had raised thousands for the Democratic Party, should not be running the Navy.

"Also sore at Tobey and reported anxious to unseat him are David Sarnoff of RCA, who was once questioned by the New Hampshire Senator, and the Textron Co., also called before the Committee by Tobey."

Senator Tobey, backing contentions of Maj. E. W. Armstrong, inventor of FM, and Commander E. F. McDonald, Jr., President of the Zenith Radio Corporation, gave the Federal Communications Commission a vigorous going over as a result of what he declared was "kicking Frequency Modulation (FM) upstairs."

The Tobey-Powell primary will take place Tuesday, Sept. 12.

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FORECASTS BILLION DOLLAR PARTS RENEWAL MARKET IN 1955

An enormous upsurge of the market served by the electronics parts distributor to a total value of one billion dollars by 1955, barring the possibility of a shift to wartime economy, was forecast yesterday (Aug. 29) by H. F. "Hal" Bersche, Renewal Sales Manager of the RCA Tube Department, at the convention of the National Electronic Distributors Association in Cleveland.

Mr. Bersche noted the uncertainty created by the current military situation, but pointed out that although international developments might delay its realization, the promised opportunity remains.

Basing his remarks on statistics representing the past and present growth of the electronics renewal market and the opinions of government and industry leaders, Mr. Bersche drew this picture of the opportunity confronting the electronics distributor in 1955:

A home and auto radio renewal market represented by over 800 million tube sockets in 1955 - up from 600 million sockets in 1950.

Thirty-eight million television receivers manufactured by 1955, representing 700 million receiving-tube sockets and a replacement market for some 350 thousand kinescopes.

A corps of 130,000 service technicians in 1955. Commenting on the fact that "it took 25 years to get enough electronic equipment into use to support the 60 to 65 thousand electronics technicians now active", Mr. Bersche pointed out that because of television, this figure would be more than doubled by 1955, for a total serviceman customer group of 130,000 by that time.

A mobile communications market in 1955 approximately double its present size. FCC records today show 320,000 non-broadcast transmitters now in operation, consisting of 100 thousand land or fixed stations and 220 thousand portable or mobile stations, and including police, taxi, utility, aeronautical, industrial, marine, and other types of radio.

Radio amateurs totaling 150,000 by 1955 -- up from 84,000 in 1950.

Expansion of the broadcast market to 1000 television transmitters on the air by 1955, as against 106 in operation today. Wayne Coy, Chairman of the FCC, has estimated, Mr. Bersche said, that there will be more than 1000 TV stations on the air in six or seven years. This is in addition to AM and FM radio stations which today number 3,000. The renewal potential of the television broadcast market alone is indicated by the fact that 100 television stations in 1949 spent three million dollars for tubes and parts in that one year. This figure does not include renewal expenditures of the AM-FM broadcasters.

A vast expansion of the industrial electronics market, which, according to Mr. Bersche, offers a potential as great as all other electronics markets combined. Basis for this prediction is the inevitability of a new industrial revolution in which electronic devices will meet the demand for increased efficiency on the production lines of the near future.

Noting that the "common denominator of all electronic progress is the electron tube", the RCA Renewal Sales Manager said that sales of renewal receiving tubes alone will jump from a total of 60 million sold by the end of this year to a sales volume of 150 million by 1955. By 1955, he said, there will be an overall total of 1,700,000,000 active receiving-tube sockets, which, together with associated parts and products, represents a billion dollar market for the renewal products of the electronics distributor.

To meet the needs of this vastly expanded electronics renewal market, he estimated, approximately 2,600 electronics distributors, including branches, will be in business in 1955.

"No other group of men in history has heard opportunity knock so loudly", he declared. "Never has there been a time when opportunity could more easily be captured."

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AMERICA CHALLENGED BY GREATEST THREAT, SARNOFF TELLS VETS

Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, in denouncing international Communist tactics in Chicago last Monday, Aug. 28, declared that the United States must take steps in time to meet the challenge of present Soviet leaders who, he charged, represent "the greatest threat ever faced by free men".

General Sarnoff, speaking at the Veteran of Foreign Wars' Convention, which was further enlivened by President Truman ordering General MacArthur to withdraw a controversial cable, had himself only a short time before received word that the House of Representatives in Washington had approved an expenditure of $2,860,257 for the purchase and distribution of radio sets (to cost about $2 each) to be slipped into Russia and satellite countries, as recently proposed by Sarnoff.

In a surprise ceremony, the Veteran of Foreign Wars' highest decoration, the Certificate of Merit with Gold Medal, was awarded to General Sarnoff on Tuesday night, August 29.

Mr. Sarnoff told the men at Chicago who had served in one, or both, of the two World Wars that "the days of diplomatic pussyfooting are over", and that the time for "positive action" has arrived.

Points outlined by General Sarnoff follow:

1. Communism is spreading its insidious propaganda relentlessly over many parts of an anxious world. Red Fascism threatens destruction to life and liberty, and an end to human progress. The present Soviet leaders represent the greatest threat ever faced by free men.

2. We must formulate sound national policies and prepare practical plans to meet the political, military and industrial requirements of a menacing situation that may compel us to wage war on a global scale.

3. We must concentrate and not scatter our military and material resources, our man-power and our strength. This is precisely the trap that Russia has set for us and this is the trap we should avoid.

4. We must speed up our program of all-out national preparedness and bring to bear upon this effort the full weight of American skill and ingenuity. American industry and labor will cooperate patriotically.

5. Declare a moratorium on national politics and thus help to close the ranks against the common enemy. Accelerate national unity by using the best brains in our country to help solve the critical problems before us and the world-wide political commitments we have assumed.

6. Establish immediately, universal military training in the United States.

7. Put high on the list of priorities, a thorough protection against sabotage -- which could prove worse than a battle lost.

8. Subject to suitable controls and practical safeguards, permit and assist Japan and West Germany to rearm, to the extent that these two countries fit into the over-all plan of resisting Russian aggression.

9. Develop a comprehensive system of Civilian Defense. Public knowledge that such protection exists will allay fear and keep us fit to do our job.

10. Communist propaganda makes false promises to suffering masses and stirs them to hatred and revolt. Once under their control they rob the masses of their freedom and substitute the terrors of the police state for decency and justice. Through radio and television, through the motion picture and the printed word, and with every means at our command, it is our duty to tell the world the Big Truth about the Big Lie. We must expose the lies and spike the false propaganda that come from behind the Iron Curtain.

11. Americans want to know the facts and are not afraid to learn the truth. Americans expect their Government to lead the Nation and the world in this time of peril.

12. The vast resources of the United States, if handled wisely, should be capable of meeting the Russian challenge. Americans, now as always, will respond to the Nation's call. When its freedom is endangered, America, springing to action, is unbeatable.

General Sarnoff reminded the Veterans of Foreign Wars that day by day, since the end of World War II, Americans have witnessed events which, in their bold and devastating aims, have made it clear that the time has come for the concerted development of this nation's resources -- spiritual, industrial and military. Scattered and unplanned effort will not be effective enough to meet the challenge, he declared, and added:

"The leaders of the Kremlin have left no doubt that they intend to impose their will on all mankind; not through peaceful persuasion, but by lying, intrigue, infiltration, sabotage and force.

"In such a crisis, it is foolish to parry the thrusts of the aggressor with our fingers. Thus we only injure our fingers and do not hurt the enemy. Should it later become necessary to fight with our fists, the injured fingers would make our fists impotent. We must courageously formulate and pursue bold policies on a global scale. In psychological, as in military warfare, defensive strategy alone rarely leads to victory."

General Sarnoff said the electronics industry is an outstanding example of the part research plays in our national security. He recalled that American scientists have pioneered in this field for more than 30 years, and told his listeners that the expansion of radio and electronic activities during and since the war has been phenomenal. He disclosed these figures: number of manufacturers in this industry in 1940, 425; today, 1,200; value of the industry's peacetime products was a half billion dollars in 1939; today's rate, two and one half billion dollars. This is an increase in production of 50%.

Most of the electronic industry's postwar expansion has occurred under the impetus of television's remarkable growth, he said, estimating that by the end of this year, there will be approximately 10,000,000 television receivers in as many American homes. This means a potential daily audience of between 35,000,000 and 40,000,000 persons. "Most of these people live in the great population centers of the nation", General Sarnoff stated. "Through television, they form a powerful nucleus for concerted action in time of emergency; for television is one of our greatest mediums for the dissemination of information, instruction and training.

"If we had international television today -- and I believe we shall have it within the next five years -- the Voice of America would be the Voice and Vision of America. What a powerful weapon of propaganda that would give us! For then the whole world would see what millions of American televiewers saw -- the wonder of the UN sessions at Lake Success -- and the arrogant filibuster of President Malik would have been its own most effective antidote for the Russian propaganda."

Should war come, television will be a vital factor in communications on land, sea and in the air, he asserted, adding: "No matter where a battle is waged, it can be under the eyes of television and may be viewed by the military strategists even across the seas. It is within the range of possibility that the public will watch the action on battlefields while sitting at home in front of television sets."

General Sarnoff assured his audience that American industry -- of which radio and electronics are a part -- represents a great force for peace and a mighty power in war.

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ROBERT D. MERRILL NEW AMERICAN CABLE & RADIO SALES DIRECTOR

Robert D. Merrill has been appointed Director of Sales for the American Cable & Radio Corporation and its operating subsidiaries: All America Cables and Radio, The Commercial Cable Company and Mackay Radio and Telegraph Company. As part of his new duties, Mr. Merrill will be responsible for the corporation's publicity and advertising program. He entered the employ of All America Cables and Radio, Inc. in 1924.

Mr. Merrill's late father, John L. Merrill, played a prominent part in the field of international communications as President of All America Cables for many years until failing health forced his retirement as Chairman of the Board of American Cable & Radio Corp. in 1947.

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DR. ARMSTRONG NEEDLES FCC AND RTMA IN FM LAG

Dr. Edwin H. Armstrong, professor of Electrical Engineering at Columbia University and inventor of FM, threw the book at the Federal Communications Commission and the Radio-Television Manufacturers' Association as those who have blocked the road in the development of FM. Dr. Armstrong charged the FCC with engineering incompetence and the manufacturing industry with unsound commercialism.

He warned that the Radio-Television Manufacturers' Association "will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence", unless RTMA takes steps "to see either that (its) engineering is done properly, or that the facts about sound engineering be so plainly presented that responsibility for their violation can be squarely placed."

Dr. Armstrong presented his views in a letter to the FM Receivers Committee of RTMA, copies of which he sent to FCC Commissioners.

He submitted a report, prepared a year ago, comparing the radiations of two different makes of FM sets. The measurements were made 50 miles from New York. The set of one manufacturer, he said, destroyed reception of WCBS-FM New York "over a radius of one-half mile when the oscillator was tuned to radiate on CBS' frequency", whereas the set of another manufacturer had an interference radius of less than 500 feet under similar conditions.

He said Dr. W. R.G. Baker of General Electric, RTMA Director of Engineering, read his letter at an FM Receivers Committee meeting and that none of its statements were challenged, "although representatives of the organizations involved were present".

Dr. Armstrong said that in AM the radiating receiver problem "was solved and has been forgotten" for 20 years, and that its appearance in FM and television "is a disgrace to the engineering profession."

"The major error is the allocation of the frequencies of an air navigation service to a place within the interference range of FM and television sets where, with a large number of sets scattered about the country, the chance of something going wrong, must be considered", Dr. Armstrong concluded. "Why some of the non-vital types of air-communications services were not assigned there to serve as a buffer region so that all services adjacent to safety of life channels could be under CAA supervision, is something in need of much explanation.

"There is likewise a second question which requires answering: Why is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 w - just about a quarter-horsepower, when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from ground transmitters to over-ride even chance radiations from damaged FM or TV sets or diathermy sets out of control."

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BELIEVED MUIR OUSTER ONLY START OF RED RADIO, TV CLEANUP

A virtual "purge" of radio and television actors, writers, producers and directors listed in the booklet called "Red Channels" appeared imminent last night (Tuesday, August 29), Jack Gould writes in The New York Times, as many sponsors and advertising agencies re-esamined the records of their broadcasting personnel.

The policy of the General Foods Corporation, which on Monday dropped Jean Muir from the cast of "The Aldrich Family" despite her emphatic denials of Communist connections, is being adopted by many other advertisers, it was disclosed.

"I think Miss Muir's case is only the beginning of what we're going to face", said one of the most responsible and conservative executives in broadcasting. "The 'Red Channels' book now is the bible up and down Madison Avenue."

Madison Avenue traditionally has been recognized as the center of the advertising business.

In announcing that Miss Muir would be replaced, General Foods had explained on Monday that protests against her appearance by anti-Communist groups had made her a "controversial personality". Her presence on "The Aldrich Family", the concern maintained, might antagonize some prospective customers.

The corporation's decision drew sharp criticism yesterday from the American Civil Liberties Union, which charged that Miss Muir had been denied "the elementary right of a full hearing" and urged that she be reinstated.

The groups that successfully protested Miss Muir's appearance made it clear that they intended to "cleanse" the entire radio and television field of "pro-Communists actors, writers, producers and directors."

Rabbi Benjamin Schultz, coordinator of the Joint Committee Against Communism in New York, announced the formation of a special committee to concern itself with the broadcasting business.

An associate member of the new committee will be Mrs. Hester McCullough of Greenwich, Conn. She was the defendant in the recent libel suit brought by Paul Draper, dancer, and Larry Adler, harmonic virtuoso, whom she had accused of being pro-Communist. The suit ended in a hung jury.

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The Johnstown (Pa.) Tribune and Johnstown Democrat recently published a 20-page television supplement. The edition marked the fact that WJAC-TV, Tribune station, is now on the network.

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G.E. SEES POSSIBILITY 20% TV OUTPUT CUT ACCOUNT WAR ORDERS

The General Electric Company may reduce production of television receivers 20 per cent as a result of increasing Government orders for electronic equipment. This was indicated by Dr. W.R.G. Baker, Vice President and General Manager of the Electronics Department in New York Monday, August 28.

General Electric is the first major producer of television receivers to indicate that production cutbacks are expected. In a message to company employees, Dr. Baker said:

"The Electronics Department now has on the books and had even before the Korean situation developed more Government orders than at any time since World War II. We are being asked to take on additional military contracts. Should we be forced to cut back television receiver production, and I believe it may be curtailed as much as 20 per cent, we will attempt to transfer any employees who might be affected to Government work as quickly as possible."

Dr. Baker expressed opposition to a sharper curtailment of television receiver production on the ground that television is an effective instrument for getting information to civilians and building home front morale. Pointing out that the television industry has trained thousands of skilled technicians who may be displaced by a large cutback in receivers, he declared:

"I believe it is essential to industrial mobilization that they be kept within the industry by carefully planned production schedules until it is necessary to divert them to vital military electronics projects."

Dr. Baker emphasized that no cut in General Electric production, which is running at capacity, is being made now. He declined to say when the 20 per cent cut might become effective but stressed that it would be brought about by an aggravated shortage of components.

Meanwhile, a serious immediate threat to G.E. television receiver production materialized. The company was forced yesterday to lay off temporarily approximately 3,300 employees at its receiver plant in Syracuse. The lay-off is the direct result of failure to receive adequate quantities of small receiving tubes from its tube plant in Tell City, Ind., which has been crippled by a strike. The Syracuse lay-off will last until Friday at least, according to the company. G.E. spokesmen did not estimate how much finished receiver production would be lost.

The R.C.A.-Victor Division of the Radio Corporation of America, which handled extensive Government electronics contracts during World War II, issued this statement:

"Our Government work is not now interfering with civilian production of television receivers. But if Government orders increase, civilian production would, of course, be cut to meet military requirements."

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NEWSPAPER CONVICTED IN LORAIN RADIO MONOPOLY CASE

The Lorain Journal, first newspaper against which the Government filed an antitrust suit, yesterday (Aug. 29) was found guilty by Federal Judge Emerich B. Freed in Cleveland.

Judge Freed ruled that the Lorain Journal and its publishers, Samuel A. and Isadore Horvitz, were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behavior."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the Sherman Anti-Trust Act by conspiring to prevent advertisers from using facilities of the opposing Lorain Sunday News or radio station WEOL of nearby Elyria, Ohio.

In a memorandum to be followed by his decree, the judge found the Horvitz brothers and D. P. Self, business manager, guilty of violating Section 2 of the Sherman Act, but not guilty of violating Section 1, conspiring in restraint of trade.

Judge Freed held that freedom of the press was nor involved in the practices of the Journal in attempting to blackball advertisers who used the competing mediums.

"The court cannot conceive", he said, "that the First Amendment of the Constitution (Freedom of the Press) renders it impotent to enjoin the defendants' practices.

"This is a vice condemned by the Anti-Trust Act, and the evil may be restrained without touching upon the legitimate business of the defendants."

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RAY RICE, SOLDIER, FORMER RAYTHEON PUBLICIST, DEAD

Ray Rice, former aide to Maj. Gen. Karl Truesdell and a Major on the staff of Gen. Omar N. Bradley's Twelfth Army Group during World War II, died last week in a New York hospital of a heart ailment. He was 49 years old.

After his discharge from the Army in 1945, Mr. Rice joined the Raytheon Manufacturing Company, makers of radar and electronic equipment, as Director of Publicity. A year and a half ago he opened his own public relations firm. As a public relations counselor, Mr. Rice worked with the late humorist, George Ade, and had represented several celebrities.

During the war, Mr. Rice, who underwent an operation on his back to qualify for military service, was for almost two years aide to General Truesdell, then Commandant of the Army's Command and General Staff College, Fort Leavenworth, Kan. Later, attached to the Twelfth Army Group, he served in England and France and participated in the Normandy invasion in June 1944.

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CBS LEASES MANSFIELD THEATRE IN N.Y. FOR TELEVISION

The leasing for a five-year period of New York's Mansfield Theatre on West 47th Street by the Columbia Broadcasting System last week represents the third such acquisition by CBS in recent months to meet the growing demand for studio space to accommodate the network's expanding Fall television program schedule. The other two properties acquired are the Town Theatre at 55th Street and Ninth Avenue and the Peace House at 109th Street and Fifth Avenue.

The Mansfield, which has a large stage and an exceptionally wide proscenium, will be remodeled somewhat to serve television's unique requirements, but will be ready for operation the first part of October.

When alterations are completed, the theatre will have a seating capacity of 850 and will boast the latest technical and lighting facilities available for television production, including camera ramps and the most modern control room. It will raise CBS' total TV studios in New York to 12, in addition to seven rehearsal halls.

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NEW COLOR TV IS "SUPERIOR", FIRM ASSERTS

A new color television set reportedly "superior" to others demonstrated before the Federal Communications Commission was announced yesterday (Aug. 29) by Color Television, Inc. of San Francisco.

In a petition to the FCC, the company asked for reopening of hearings on color TV held over the last few months to see if it is ready for commercial use. No wave-lengths have been assigned to commercial color yet

The FCC had been expected to announce its decision about September 1 on the basis of previous tests conducted with color systems offered by Columbia Broadcasting System, Radio Corporation of America and CTI, which presented an earlier version.

CTI's petition included a statement by McIntosh & Inglis, independent Washington engineering firm, stating the new CTI set is "superior" to any of the others. Among advantages claimed for CTI's "uniplex" system are these:

Existing black-and-white receivers could be converted with a small and inexpensive unit plus a direct-view color tube.

Old sets could receive the new color system in black-and-white with no alteration.

Simpler, cheaper and more reliable sets are possible with "uniplex". Color fidelity would be superior and there would "theoretically" be less interference.

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DAVIDSON TAYLOR, EX CBS V-P, "VOICE OF AMERICA" AIDE

Davidson Taylor, former Vice President of the Columbia Broadcasting System, was appointed a special consultant to the State Department to help wage this country's "campaign of truth" against Communist propaganda.

He will work with Assistant Secretary of State Edward W. Barrett in developing plans for the department's $79,000,000 program to carry the Voice of America all over the world and particularly to listeners behind the Iron Curtain.

Mr. Taylor, one-time radio editor of the Louisville Courier-Journal, served during World War II as Radio Chief of the Psychological Warfare Division of Gen. Dwight D. Eisenhower's headquarters in Europe.

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G.E.'S SHOWCASE TRAIN ON SECOND LAP OF NATIONWIDE TOUR

The "More Power to America Special", the General Electric Company's mammoth mobile showcase of electric products for industry, will head west from Schenectady September 5 on the second lap of its nationwide tour.

The ten-car exhibit train will visit 29 key midwestern industrial centers this Fall before swinging South, down the Atlantic coast, according to C. H. Lang, Vice President and Manager of Marketing of the G-E Apparatus Department.

Arrival dates and number of exhibit days for the first ten cities on the "Special's" midwestern tour:

Sept. 6 - Erie, Pa. - 1 day; Sept. 7 - Cleveland, Ohio - 5 days; Sept. 14 - Toledo, Ohio - 2 days; Septm 18 - Detroit, Mich. - 5 days, and Sept. 25 - Saginaw, Mich. - 1 day.

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NAB TV COMMITTEE HAS BUSY SCHEDULE

The agenda for the two-day meeting of the National Association of Broadcasters' Television Committee, to be held in Washington tomorrow and Friday (Aug. 31-Sept.1), was announced Tuesday (Aug. 29).

Among the topics scheduled for consideration by the Committee, headed by Robert D. Swezey, WDSU, New Orleans, La., are: NAB TV Membership; Labor Relations; Standardization Projects; Sports Rights Campaign; ASCAP Per-Program Negotiations and Government and Public Relations Problems and Plans.

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SCISSORS AND PASTE

Radar Screen Could Give No Adequate Warning

(R. S. Bird and O. R. Reid in "New York Herald-Tribune")

American continental defenses as they stand today could give no adequate warning of an attack on these shores, nor fend one off.

A thin radar screen extends around the northeastern, northwestern, southwestern and Great Lakes perimeter, but its equipment is largely obsolete and much of it is placed on poor sites. The Alaskan radar is no better. The Canadian system is ill-equipped and not yet efficiently integrated with this country's.

Until the Korean invasion, the continental radar screen was operating only 40 hours a week. Now it is working around the clock. But military experts say at best it could give no more than 15 minutes' notice of an attack on coastal cities and very probably not that much.

There are no continuous and integrated air, sea or underwater patrols operating off-shore to supplement the land-based radar screen, and the civil air raid observer program now being organized is designed to be only a standby plan in case of "emergency".

As to fighting off an attack that suddenly might strike, the responsibility rests almost entirely on interceptor-fighter forces that are too under-equipped and under-manned to offer more than token battle to any sizable enemy air armada.

A greatly improved radar screen has been authorized by Congress under a two-year program for completion of the job. Not much can be done to speed up this job because facilities for producing new radar equipment are limited. But the new apparatus will have greatly improved scanning techniques and better visual co-ordination of interceptor action with the enemy attack will be achieved on the scope.

Radar picket patrols off-shore could greatly extend the range of detection of enemy aircraft or submarines, but radar experts estimate that to provide a tight destroyer or submarine radar screen several hundred miles off both coasts would require more of these vessels than are now in commission. Against low-flying aircraft, such picket patrols would have an effective detection range only of 20 miles beyond their position in the ocean because small ships' radar antennae are far more limited by the curvature of the earth than land radar placed on high hills or mountains.

Scientists are at work trying to find out how to bend the straight radar beam in order to overcome the curvature difficulty. If "bent" radar ever materializes, the defense of this continent could be made a great deal safer.

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Whole Development Of Television Is At Crossroads
("Tele-Tech" - Dr. O. H. Caldwell, Editor)

At crossroads now is the whole future development of TV. The critical turning-point will come before this year-end. For if TV's needed expansion is banished to the little-known UHF regions above 500 MC, difficulties with transmitters, tubes, receivers and down-leads may make development slow. But if space adjoining Channel 13 can be cleared for a relatively continuous TV band, up to say Channel 41, present TV design practices in both receiver and transmitters can be extended, TV operation will be better, and a nation-wide TV system could come quickly.

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Alcoholic Beverages Advertising Ban Bill Bobs Up Again
("Editor and Publisher")

Earlier this year the Langer Bill which would prohibit advertising of alcoholic beverages from over the radio or in publications moving to interstate commerce was the subject of lengthy hearings. The Senate Interstate Commerce Committee refused to vote it out by one vote.

A couple of weeks ago, in a surprise move Senator Owen Brewster of Maine moved for reconsideration of the bill. This was narrowly defeated by another one vote margin.

Editor & Publisher has voiced its opposition to this legislation in no uncertain terms. In our opinion it would be unconstitutional for Congress to attempt to ban advertising, or promotion of any kind, for products or consumer goods which are legally for sale within the various states.

This legislation must never be permitted to get out of committee.

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Bernard Shaw Sets Alarm Clock For News Broadcasts
("London Daily Mail")

George Bernard Shaw is a radio enthusiast, but of television he will have none. "It is bad enough to listen", he says.

The dramatist invariably listens to a news broadcast at 6 P.M. A person visiting Mr. Shaw the other day was startled when an alarm clock went off while the two were talking in the dramatist's study.

"That", Mr. Shaw explained casually, "is my way of reminding myself that it will soon be time for the 6 o'clock news. You see, the chances are that when I am busy writing - as I am every day - I might forget about something I particularly wanted to do."

After he hears the news broadcast, he often keeps the radio on until midnight, but he is merciless about faulty pronunciation or slovenly speech over the air.

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TRADE NOTES

To find out how far the threatened 10 per cent cut in the pending Omnibus Appropriations Bill would impair efficiency of Federal regulatory agencies, President Truman last week held a "war council" with the chiefs of such bureaus.

Represented at the meeting were the Federal Communications Commission, the Federal Power Commission, the Federal Trade Commission and the Interstate Commerce Commission. The FPC would be hard hit by a budget cut as it is now operating below 1940 personnel levels.

Robert A. Gantt, Vice President of International Telephone & Telegraph Corporation; James H. Ripley, retired civil engineer; Dr. Edward R. Hays, Director of Health Education, Church & Dwight Company, Inc., have been elected to new posts on the Governing Boards of the Roscoe B. Jackson Memorial Laboratory at its annual meeting, just concluded at Bar Harbor, Maine. Mr. Gantt, who continues as President of the Jackson Laboratory Association, was elected 2nd Vice President of the Board of Trustees.

RCA-Victor Division of Radio Corporation of America, said at Camden, N. J., yesterday (Aug. 29) that it has increased prices on most items in the company's television and radio line.

An RCA-Victor Division spokesman said the increases effective Monday are approximately 8 percent on television and apply to all models. Radio price increases are approximately 7½ percent, and apply to all table models selling at less than $40, and all consoles and radio-phonograph combinations. Portable and battery-operated radios and 45 rpm record changers are not increased, the spokesman said.

Howard W. Stodghill, Philadelphia (Pa.) Evening Bulletin, Chairman of the International Circulation Managers Association Newspaperboy Committee, has asked E. P. Schwartz, Des Moines (Ia.) Register and Tribune, ICMA first Vice President, to help line up newspapers to use radio to promote Newspaperboy Day, Oct. 7. Last year more than 50 newspapers used radio to promote Newspaperboy Day and newspaper route work in general, Mr. Schwartz, said.

In line with the qualifications for heading National Defense which critics say were those of Secretary of National Defense ("President Truman's No. 1 campaign money raiser") and of Secretary of the Navy Matthews (quoted as saying at the time of his appointment, "I can't even row a boat") was the classic reply of a former Chairmanof the Federal Communications Commission when asked by this writer what his qualifications were to head the FCC, replying, "Well, my boy, I lesten to the radio occasionally."

The Tupi television station at Rio de Janiero, Brazil, recently transmitted the first of an announced series of four experimental public broadcasts, sponsored by a large local food processor. The show was broadcast from the studio of Radio Tamoio, and was viewed through receivers placed in the studio of Radio Tupi and at the entrances of the buildings housing the respective stations. The broadcast was reported to have been very successful and to have pleased the studio audience and large crowds gathered in the streets.

Now comes "Radio Television and Society" by Charles A. Siepmann of "Blue Book" fame. It consists of 410 pages, the price is $4.75, and the publisher is Oxford.

Station WELM, Elmira, N. Y., will become the 191st affiliate of the Columbia Broadcasting System's radio network as part of its basic supplementary group of stations.

W. P. Marshall, President of the Western Union, states that WU is well prepared to meet any current or future demands, both military and civilian, upon its services. He says it has adequate facilities to serve the Nation in any emergency. Its new mechanized communications system has twice the capacity available during the last war.

Emphasizing the Company's desire and readiness to serve in the present emergency, Mr. Marshall points to the fact that Rear Admiral Joseph R. Redman, USN (Ret.), Director of Naval Communications during World War II and now Vice-President of Western Union, has established permanent headquarters at Washington, D. C., to insure effective coordination of the Company's domestic and international operations with the needs of the military and other Government departments.

The next step in the introduction of television in Australia will be the construction of a modern experimental television station in Sydney. This new outlet is scheduled to be in operation in about 2 years, and it will be built on the site selected by the engineers of the Postmaster General's office. It is to be based on a 625-line definition.

Prior to this announcement, it was thought that black and white television broadcasting might be delayed until receiving sets and transmitting procedures for color television had become more or less stabilized. However, industry and Government appear confident that color television can be introduced later, without rendering useless and obsolete the receivers designed for monochromatic reception.

The Commonwealth Government will permit private enterprise to participate in the development of television. This will, however, necessitate an amendment to the Broadcasting Act, because television broadcasting, at the present time, is a Government monopoly.

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Founded in 1924

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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September 6, 1950

FCC COLOR TV MANDATE LIKENED TO GUN BY SET MANUFACTURER

Whatever the rest of the industry may think about the progress report just made by the Federal Communications Commission with regard to color television standards, the television set manufacturers are all stirred up.

"The FCC's ultimatum to us", one of them declared, "was like sticking a gun in our faces and ordering us to solve their manufacturing problem."

This referred to the Commission asking manufacturers to report on whether or not they can make television sets adaptable to both present black-and-white broadcasting and color telecasting of the Columbia Broadcasting System variety.

The Commission had declined to adopt final standards in color television but stated if decision had to be made immediately, it strongly favored the CBS method. The report declared the "color systems of the Radio Corporation of America and Color Television, Inc. fall short of the Commission's criteria for a color system."

In the absence of sufficient response - or protest - from the manufacturers, the Commission said, it "will issue a final decision forthwith adopting the CBS field sequential color standards."

For the television stations, it means separate broadcasts will be required for the color and the black-and-white transmissions. Whether or not future programs will be broadcast simultaneously by a dual-licensed broadcaster equipped to transmit both is yet unanswerable.

The alternative would be for color television programs to compete directly with black-and-white programs. Color TV proponents have freely predicted that once color television is licensed, the non-color broadcasts would die off in about five years.

The FCC deadline to manufacturers was set as September 29. By then, the FCC asked manufacturers prepared to start making the dual sets within 30 days should so notify the Commission.

If sufficient manufacturers do so, it was noted, the Commission would then issue the proposed order adopting the CBS system. In effect, the Commission decision says that if the CBS system is to be used the sooner it is adopted the fewer home sets will have to be converted.

Naturally there was a jubilant response from Frank Stanton, President of the Columbia Broadcasting System, who stated:

"The color television report of the Federal Communications Commission is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other

systems considered. We had hoped that the decision would be final today and we agree with the two Commissioners who expressed the opinion that such a course would have been better.

"Despite extensive research and experimentation over a considerable period of time, the Commission has found that the other systems in the hearing were unable to approach the excellence of CBS performance. This is the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards.

"Since the Commission has taken such a long step toward the final adoption of CBS standards, we are proceeding promptly with plans for broadcasting CBS color television programs to the public. We plan to be on the air with 20 hours per week of color television programs within 30 days after the Commission makes its final decision."

Commenting on the Federal Communications Commission's failure to adopt a final decision on the question of color television, the Radio Corporation of America had only to say that when a final decision is reached, it is confident that the RCA all-electronic fully-compatible system will be approved. RCA added that the FCC's lengthy "First Report" will require detailed study.

Actually the FCC report, including minority opinions of Commissioners Hennock and Jones, is about 97 typewritten pages single space or in type which would cover approximately 1½ pages of an average newspaper page.

The first press comment to reach this desk was by Robert H. Fetridge of the Financial Page of The New York Times, who took a dim view of the situation, saying:

"Color television is still a long way off despite the tentative approval given by the Federal Communications Commission to the method perfected by Columbia Broadcasting System. The two others in the color race will soon be back and banging at the door of the FCC, for they have until December to present new arguments. Regardless of whether C.B.S., Radio Corporation (R.C.A.) or Color Television, Inc. emerges as the final winner, the decision to produce color television receiving sets will be pretty much up to the manufacturers. And, what with materials getting scarcer and scarcer, it might be a long time before actual working color sets reach the retail market."

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SYLVANIA INCREASES SUGGESTED TV LIST PRICES

Sylvania Electric Products, Inc. will increase suggested list prices of its twenty-two television receivers from $10 to $30 effective immediately, J. K. McDonough, General Sales Manager in the Radio and Television Division, reported in New York last week. He also announced increases of from $2 to $3 on seven radio models. The advances were made, Mr. McDonough said, because of increased production costs.

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RUSSIA JAMS MALIK'S SPEECH TRYING TO JAM VOICE OF AMERICA

The State Department reported last week that Russia, in trying to drown out the "Voice of America", jammed a speech by its own U. N. delegate Jacob Malik August 25.

The Russians have been carrying on a jamming campaign against the United States official broadcasts for more than a year, but officials say a substantial part still get through the Iron Curtain.

The reported Moscow interference with Mr. Malik's speech was during a meeting of the Security Council.

The State Department said that the regular Polish language transmission on August 25 was interrupted to make way for a U.N. broadcast of the proceedings, over the same frequency.

The Soviet jamming opened up full blast when Mr. Malik, as Chairman, was making a speech in Russian. The squeals and howls continued steadily for half an hour, with the result that not only Mr. Malik's speech in Russian was blanked but also the translations into English and French.

The State Department said Moscow evidently assumed the broadcast was a Voice program in Russian beamed at Soviet listeners.

The State Department in another release reported that Moscow is using "at least 1000" jamming transmitters. Listening posts abroad have identified the location of 250 powerful, long-range Soviet transmitters that allow an average of only 30 per cent of the Voice's programs to penetrate into the Soviet Union.

The Russians also have developed a smaller "local" transmitter that beams squeals, howls and "wolf calls" at the United States broadcasts. Most of these, estimated to number 750, are located in the Moscow area.

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WESTINGHOUSE N.J. PLANT WILL NEARLY TRIPLE TV OPERATIONS

Westinghouse Electric Corporation will build a new television plant at Metuchen, N.J., which will nearly triple the concern's TV manufacturing capacity.

Vice President J. M. McKibbin announced plans last week for the purchase from the Pennsylvania Railroad of a fifty-acre site on the outskirts of Metuchen. He said an ultra-modern, ten-acre plant with more than 400,000 square feet of floor space would be erected. It will be headquarters of the Westinghouse Television-Radio Division. The present division plant at Sunbury, Pa., will continue to operate.

Some 3,000 new employees, 60 per cent of them women, will work at the Metuchen plant during peak operations. Construction will begin in thirty days and the structure is expected to be completed by next April.

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REARMING AS BAR TO WAR URGED BY COWLES

Gardner Cowles, only recently returned from a European tour, said in Dallas last week the United States must begin a great program of rearmament as insurance against "total war" with Russia.

The Des Moines newspaper and magazine publisher and broadcaster, and his wife, Fleur, were guests of honor at a luncheon given by Tom C. Gooch, publisher of the Dallas Times Herald, and Mrs. Gooch. The Cowleses were in Dallas to receive awards at the Neiman Marcus midcentury fashion exposition for a "new fashion in magazines - Flair", of which Mrs. Cowles is editor.

Responsible governmental authorities in Europe told him, Mr. Cowles said, that defenses are so weak in western Europe that Russians could go to the English Channel in a matter of a "few weeks" if the Soviets launched a war.

He said he found applause for the United States stand in Korea, but condemnation for this Nation's position in Formosa.

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HOW FM STREET CAR RADIO MAY AID IN CAPITAL AIR RAIDS

Several months ago, when the Public Utilities Commission was holding its hearings on whether there should be FM radios in streetcars and buses, mention was made by those in favor of the project that the radios would be of great aid in case of an air raid.

Now, with the Korean situation making every one civil defense-conscious, WWDC has come up with several suggestions as to how its FM programs, beamed principally to radios in Capital Transit vehicles, could help meet an emergency.

The station says that, in the event of a surprise raid, the medium could be used to direct bus drivers to take their passengers to specified safe areas, and to warn them to avoid sections considered unsafe for various reasons. Instructions also could be given bus drivers to unload their buses at safe areas, and report to aid stations for ambulance duty.

Furthermore, says the station, the transit radio system could be used to broadcast information of a news nature designed to dispel wild rumors in case of an attack.

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Prime Minister Atlee in the broadcast of his speech getting after Winston Churchill last Saturday, pronounced the word "politics" - "po-lit-ticks".

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CONTINUOUS BAND OF 40 CHANNELS URGED FOR TELEVISION

The President's Communications Policy Board has been urged to have the Interdepartment Radio Advisory Committee release little used Government frequencies so the Federal Communications Commission can assign television a continuous extension up to 395.4 mc. This was done in a letter to the President's Board, the Chairman of which is Dr. Irving L. Stewart, ex-FCC Commissioner, now President of the University of West Virginia, from the editors of Tele-Tech, whose director is Dr. O. H. Caldwell, who was a member of the original Federal Radio Commission.

The members of the President's Board, besides Dr. Stewart, are:

Dr. Lee A. DuBridge, University of Southern California, Pasadena, Dr. W. L. Everitt, University of Illinois, Urbana, Dr. James R. Killian, Massachusetts Institute of Technology, Cambridge, and David H. O'Brien, ex-V.P., Graybar, ex War Assets Administrator.

The letter from Tele-Tech to the Board follows:

"Your Board in the next 60 days can accomplish untold benefits for the public and television. You - and you alone - can clear the way for an adequate continuous thoroughfare for this great new TV service to the American people.

"This means that television should be granted a practically continuous tuning band extending upward from Channel 13 through Channel 41 as shown by accompanying chart.

"Such a continuous TV band will mean better TV reception for the public, wider areas of good reception for each station, cheaper and more efficient receiving sets, and more economical transmitters delivering adequate signals with less power - as compared with present proposals to ban TV to the little-known UHF region. The 40 channels we propose will provide for approximately 2000 TV stations, surely enough to take care of all foreseeable requirements for years to come.

"Nothing stands in the way of this desirable solution of the television problem except a few minor Government installations on channels preempted by IRAC, but little used. Such Government installations could be readily transferred to the UHF, for which they are best adapted. (Already IRAC has earmarked one half of the entire radio spectrum leaving to FCC and the general public only the remaining half. Actually the Government in peacetime needs only a tenth of the spectrum for experimentation and practice. For in case of war, the whole spectrum automatically goes over to Government control).

"In your coming report to the President of the United States which at his direction your Board is now drafting, we urge that you recommend that by Presidential Order IRAC be instructed to release those little-used or unused channels, which stand in the

way of a practically-continuous TV band from Channel 7 to Channel 41 - thus authorizing FCC to allocate these channels for TV use.

"This would be a priceless vital move in the public interest, to help Television fulfil its now-evident role as the most tremendous service rendered by radio to present and future millions of American families.

"Television's future stands now at the crossroads! You can steer it away from UHF unknowns, and into channels where it will have greater immediate development and usefulness."

Commenting upon the situation Tele-Tech says editorially:

"Under the radio law "first pick" of all radio frequencies required by the Government, is given to the President. Carrying his terrific personal burden, the President turns this technical radio responsibility over to a committee of members drawn from each of the Government departments - IRAC. The Interdepartment Radio Advisory Committee has already gobbled half the radio spectrum, leaving the remaining frequencies to the FCC for assignment to all public and commercial uses. So acute has become this aggression of IRAC, that the President has now appointed a still higher-ranking Communications Policy Board to umpire the demands of IRAC and FCC, as between government and public.

"This top-side Policy Board will report to the President during October and could reshape TV's whole future by asking IRAC to relinquish frequencies that stand in way of extending the TV band practically continuously to Channel 41."

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PETRILLO WOOS PUERTO RICANS

James C. Petrillo, President of the American Federation of Musicians (AFL), said last Sunday, according to a CTPS report from San Juan, Puerto Rico, that he is trying to affiliate the independent Puerto Rican Musicians' union on the same basis as Hawaiian and Canadian musicians already are linked to his organization.

"Puerto Rican musicians are American citizens", Petrillo said. "They are entitled to be members of our powerful organization. I am sure they will derive more benefits from our association than what our organization will get economically from them."

Affiliation would mean that Puerto Rican musicians could go to the American mainland and play in union bands without having to establish residence. Their wage scale in Puerto Rico would be the same scale as that prevailing in the United States. It is now about half the continental rate. Puerto Rico is the only part of the United States in which musicians are not a part of the Petrillo union.

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SEN. BREWSTER STRAFES WILLKIE, JR. FOR BOOSTING SEN. TOBEY

Sen. Owen Brewster (R), of Maine, rebuked Phil Willkie, son of the late Wendell, for allegedly having endorsed Sen. Charles W.Tobey (R), in the New Hampshire primary in which Tobey's renomination will be considered next Tuesday (Sept. 12). Senator Brewster telegraphed Mr. Willkie, who is Assistant Director of the Republican Senatorial Campaign Committee, as follows:

"If your action is correctly reported", Senator Brewster telegraphed, "this is most embarrassing to our Campaign Committee as it is an inviolable rule of politics that the Senatorial Campaign Committee is most scrupulous in avoiding any mixing of primary contests which are peculiarly for the determination of the Republican voters in each State. Any use of the Senatorial Committee to influence primaries seriously mars its usefulness."

Other Republican leaders said privately that Willkie had embarrassed them particularly because some of the party's biggest contributors in New York and elsewhere are helping finance a campaign to unseat Tobey. His primary opponent is Wesley Powell, former Secretary to Senator Styles Bridges.

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"HEAR IT AGAIN!"; BRITISH REPEAT FAMOUS PAST BROADCASTS

The British Broadcasting Corporation has a series, "Hear It Again!" which brings back the voices of some of the great British personalities of the first thirty years of radio about which Paul Johnstone of the BBC comments:

"Winston Churchill's address on 'their finest hour' needs no comment, nor do the words of George Bernard Shaw. Priestly, on the little ships at Dunkirk, if less epic, is almost more moving to hear again.

"Do you remember when he was talking about the Gracie Fields, the Isle of Wight ferry boat: 'She was the glittering queen of our local line, and instead of taking an hour over her voyage, used to do it, churning like mad, in forty-five minutes. And now, never again will we board her at Cowes, and go down into her dining saloon for a fine breakfast. She has paddled and churned away - for ever.

"'But now - look - this little steamer, like all her brave and battered sisters, is immortal. She will go sailing proudly down the years in the epic of Dunkirk. And our great-grandchildren, when they learn how we began this war by snatching glory out of defeat, and then swept on to victory, may also learn how the little holiday-steamers made an excursion to hell - and came back glorious.'"

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SOVIET "RADIO LIES" HIT BY FEDERAL SECURITY ADMINISTRATOR

Calling the outpourings of the Moscow Radio fantastic, Oscar R. Ewing, Federal Security Administrator, at a meeting sponsored by the Labor Temple in New York Sunday (Sept. 3), declared:

"The struggle to preserve and extend freedom dominates the entire plante. Our greatest weapon in this battle is not the tank, or the heavy bomber or the atom bomb; it is the weapon of truth.

"The liar tells us that freedom is slavery and that slavery is freedom. He tells us that self-defense is aggressive war. You and I know that these are lies, yet there are people in many parts of the world who believe these lies. They follow the Moscow line like mindless slaves. They accept the fantastic outpourings of the Moscow radio, and of its transmitter at Lake Success, Mr. Jacob Malik, as though this were the new gospel."

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CIVIL SERVICE BLAMED FOR VOICE OF AMERICA "INCOMPETENTS"

Civil Service is taking it on the chin behind the closed doors of Congressional committees, Jerry Klutz, Government columnist, cites this example:

Representative Taber (R), of New York, told the House that he had advised Assistant State Secretary Ed Barrett to clean out the "incompetents" in State's Voice of America staff. He then said:

"He (Barrett) advised me that his staff was not as good as he hoped it could be, but that because of Civil Service it was impossible to correct."

Several other officials also are reported to have taken cracks at Civil Service and its lack of leadership in recent weeks.

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CONJUNCTIVITIS HITS OVERTIME TELEVISION VIEWER

Ben Payne, Sr., 45, came up with a new television ailment last week - television conjunctivitis.

Payne watched his set from 6 P.M. to 10 P.M. without a recess. He is a wrestling fan. His eyes began to smart, so he went to bed. About 1 A.M. he awakened, found he couldn't open his eyes and that his head hurt. At the hospital, according to the Associated Press, doctors said Payne was suffering from television conjunctivitis. In other words, he looked too long.

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G.E. WALKOUT CALLED SERIOUS THREAT TO KOREAN WAR WORK

A walkout of CIO workers at General Electric Co. spread to six more plants Tuesday (Sept. 5), and temporarily paralyzed an atomic energy laboratory, despite the truce efforts of Government mediators and union leaders.

Violence flared at G.E.'s electronics plant at Syracuse, N.Y., where some 4000 members of the CIO International Union of Electrical Workers (IUE) have been on strike since last Thursday, August 31.

The Syracuse workers, along with 19,000 IUE members at five G.E. plants in Lynn and Everett, Mass., last week kicked off what was scheduled to become a Nationwide strike against General Electric for a 10-cent-an-hour hike in pay and other contract improvements.

The union's leadership, headed by James B. Carey, deferred the walkout at the request of Cyrus S. Ching, Director of the Federal Mediation and Conciliation Service. Ching said a walkout would be a "most serious threat" to the home front's production effort for the Korean war.

The new strikes involve G.E. plants at Holyoke, Mass., 400; Providence, R.I. 350; Warren, O., 700; New Kensington, Pa., 300; Trenton, N.J., 860. IUE headquarters here emphasized the walkouts are not "wildcat" strikes, but are being conducted under terms of local union autonomy.

The Government's particular interest in the G.E. strike, according to the Conciliation Service, is that about a fifth of G.E.'s production includes war materiel, such as radar, gunnery systems, electronic items. The struck Massachusetts plants make jet airplane engines and turbines.

However, Lemuel R. Boulware, G.E.Vice President, charged that the Government stepped into the dispute to save the IUE and its leader, Jim Carey, from a "total failure" so far as the strike call was concerned.

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ASKS U.S. TO SEEK CUBAN TV TARIFF CUT

The Radio-Television Manufacturers' Association has asked the Department of State to seek a reduction in Cuba's tariffs relating to television receiving equipment in forthcoming negotiations at Torquay, England. RTMA suggested that Cuba be asked to reduce its TV tariffs in return for concessions already made by this country.

RTMA General Manager James D. Secrest said: "I am sure that it is unnecessary for me to emphasize the importance of the radio-television industry in this country, especially with relation to its capacity for military production. It is important that exports of television receiving equipment be facilitated wherever possible in the interest of maintaining a healthy industry at home."

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"MY FATHER, MARCONI" NEW BOOK ABOUT WIRELESS INVENTOR

A new book "My Father, Marconi" by Degna Paresce-Marconi, soon to be published, is condensed in the September issue of "Reader's Digest", a portion reading as follows:

"Father heard the call of science early. At 12 he became absorbed in physics and chemistry. Asked by his parents one day why he befriended an old blind man, he replied: 'He is a retired telegrapher and teaches me the Morse code.'

"He was 20 years old when he read an obituary of the German scientist Heinrich Hertz which described Hertz's experiments with electro-magnetic waves. Why couldn't signals be transmitted through the air without wires as Hertz had transmitted a spark?

"His first successful experiment in 1894 was followed by others with increasing distances. He offered his invention to the Italian Government, but the Ministry of Post and Telegraph was not interested.

"'You may have a better chance in my country', his mother encouraged him. In February 1896 he arrived in London with two trunks full of instruments. The British customs officers, suspicious of the strange devices, 'examined' them so thoroughly that they were ruined. He had to remake all the instruments.

"Fortunately, the British Government and certain private citizens realized that the 22-year-old amateur had a revolutionary invention which might one day make it possible to establish communication with ships at sea. In 1897 a British corporation was formed to exploit 'wireless telegraphy'. Father received half the capital stock and £15,000 in cash, and, at the age of 23, found himself wealthy.

"The first wireless station, built in 1897 on the Isle of Wight, made contact with a steamer 18 miles distant. A year later, the Daily Express of Dublin asked Father to send messages from a tug which would follow the racing yachts participating in the Dublin Regatta. The first day of the experiment was a complete fiasco. But Father tried again and sent more than 100 messages, thus winning the backing of the press, to which the wireless opened up new possibilities.

"The same year Queen Victoria expressed the desire to have radio communication between her summer residence on the Isle of Wight and the royal yacht 'Osborn', on which her son - later King Edward VII - was recovering from a leg injury. One morning, while Father was working in the royal gardens, the Queen went by without answering his greeting. A sensitive man, Father announced that he would give up the experiment and leave the palace. 'Get another electrician', Victoria ordered. 'Alas, Your Majesty', came the answer, 'we have no English Marconi!' The Queen frowned. 'Then tell Signor Marconi to come to lunch tomorrow.' Mollified, Father stayed and carried out the royal assignment.

"In 1899 Father experienced one of his greatest satisfactions. His invention got its first opportunity to save human lives. A British lightship, equipped with Marconi's wireless, heard the distress whistle of a steamer wrecked in the English Channel. It sent a wireless message to shore and boats were sent out to rescue the crew."

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EISENHOWER PLEADS FOR OVERSEAS NET TO AID VOICE OF AMERICA

Gen. Dwight Eisenhower, wartime commander of Allied Forces in Europe, speaking from Denver last Monday, Sept. 4, on a nation-wide broadcast launching the Crusade for Freedom, asked Americans to contribute funds (anything from $1 up) for a network of European radio stations to counteract Russian propaganda, the network to supplement the "Voice of America".

General Eisenhower said:

"We need powerful radio stations abroad, operated without Government restrictions, to tell in vivid and convincing form about the decency and essential fairness of democracy. These stations must tell of our aspirations for peace, our hatred of war, our support of the United Nations, and our constant readiness to cooperate with any and all who have these same desires.

"Only then can we counteract the Communist deceits that are being spread with every weather, crop and news report.

"One such private station - Radio Free Europe - is now in operation in Western Germany. It daily brings a message of hope and encouragement to a small part of the masses of Europe.

"The Crusade for Freedom will provide for the expansion of Radio Free Europe into a network of stations. They will be given the simplest, clearest charter in the world: "Tell the truth." For it is certain that all the surface-bright, but core-rotten, promises of Communism to the needy, the unhappy, the frustrated, the down-trodden, cannot stand against the proven record of democracy and its day-by-day progress in the betterment of all mankind. The tones of the Freedom Bell, symbol of the crusade, will echo through vast areas now under blackout."

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MEXICO'S FIRST TV STATION TO GET BUSY ON THE BULL FIGHTS

Mexico's first television station, with the call letters XHTV, was officially inaugurated in Mexico City last Friday, Sept. 1, when President Miguel Aleman delivered a message to the Mexican people at a joint session of the Mexican Congress in the historic Chamber of Deputies, a few blocks from the presidential palace. Regularly scheduled programs will be telecast 5 to 7 P.M., week days, and 4 to 7, Sundays, when TV cameras will cover bull fights.

The new station is located in the 20-story National Lottery Building, highest structure in the Mexican capital, and is equipped with a 5,000-watt transmitter and associated studio and mobile pickup equipment supplied by RCA. It is owned by Television de Mexico, S. A., an enterprise of Romulo O'Farrill, Sr., publisher of the newspaper "Novedades".

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MISS MUIR SEEN CONVICTED WITHOUT DAY IN COURT

Writing of the ouster of actress Jean Muir from the radio cast of "The Aldrich Family", Jack Gould of The New York Times, concludes:

"The effect of the General Foods decision, of course, was very much to pass judgment on the merits of the protests. By dismissing Miss Muir the corporation did exactly what the protestors asked it to do. To take refuge behind the curtain of 'controversiality' is to beg the issue.

"By acting as it did, General Foods, with its enormous prestige and influence, put a policing power behind the allegations contained in 'Red Channels'. It lent the weight of reliability to charges which still remain to be substantiated and corroborated and admittedly were compiled by private parties with strong political feelings. Without having her day in court, Miss Muir has paid all the penalties - loss of job, earning power and reputation - which go with conviction.

"If this policy is extended - and unfortunately it already has been to considerable degree - radio and TV no longer can call their soul and conscience their own. They will live under the shadow of a blacklist. The pressure groups, with their own personal standards of what constitutes a Communist sympathizer, will be the dictators of the airwaves. Then the legitimate and much-needed fight against the introduction of totalitarian methods in this country will have been lost on a major front. The muir incident has helped the Communist cause not ours.

"Clearly, it is time that both the sponsors and the broadcasters took their courage and their faith in democracy in hand and recognized, no matter how reluctant they may be to do so, that they have been caught up in one of the major issues of our times. The Muir case is not just a radio and advertising matter. Rather it is a national question of whether common sense and ordinary standards of fair play are to prevail in this country.

"The overwhelming majority of both executives and employees in radio and advertising belong to what might be loosely called the 'political middle'. With the rest of us they abhor communism and rightism with equal vigor. It is time that this 'political middle', which in a very real sense is America, began to assert itself. By our silence we are running the risk of being crushed between the two extremes. It is time that we made our influence felt because the Muir incident and its ramifications suggest that the hour may be much later than many of us had thought."

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WORLD SERIES TO BE PRESENTED BY NETWORK POOL

Television coverage of baseball's 1950 WorldSeries early in October will be presented simultaneously by three networks - the American Broadcasting Co., the Columbia Broadcasting System, and the National Broadcasting Company.

Although the Gillette Safety Razor Co. will sponsor the telecasts, each network will pay the sponsor $50,000 for the privilege of carrying the programs. Gillette recently paid $800,000 to obtain the television rights to the baseball world's annual classic. Gillette before arranging the pool, is said to have offered the event to NBC on an exclusive basis for $200,000, but the network declined.

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SCISSORS AND PASTE

U.N. Security Sessions Are Hot TV Attraction
("Associated Press")

A group of middle-aged men who don't sing, dance or tell jokes has been the hottest attraction in American show business for the past month.

They are the 11 members of the United Nations' Security Council - with Russia's Jacob A. Malik and American Delegate Warren Austin playing the star roles - whose television appearances have made history. U. N. officials estimated their daily video audience, on meeting days, at about 30 million.

Response to the programs is described by public relations experts as "fantastic". TheColumbia Broadcasting System says there has been "greater public interest than in anything except national elections."

CBS said it has had no complaints because it cancelled ball games and other popular programs to make way for the series. On the other hand, a spokesman said, if the Council is late meeting, the switchboard is jammed with calls of viewers demanding their favorite show.

Every session of the Security Council since the Korean crisis started, except the first one on the Sunday afternoon, June 25, when the invasion began, has been televised. The programs are carried by 66 stations of both CBS and the National Broadcasting Co.

They are filmed for later telecast by stations in the West which do not have a direct hookup with New York by coaxial cable.

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Capehart Expenditures; Claimed They Were For Party Generally
(Drew Pearson)

Some years ago the UnitedStates Senate refused to seat Senator Frank L. Smith of Illinois because he spent $100,000 in a hot primary campaign. But now, in the neighboring State of Indiana, GOP Senator Homer Capehart has spent the staggering sum of $91,961.84 in his primary campaign, even though he had no opponent. Capehart's senatorial salary for six years is $75,000, to obtain which he has already spent $91,961.84.

It will now be interesting to watch how much the "music box Senator" will spend on his general election, in which he faces a terrific battle from dynamic Democrat Alex Campbell.

The chances are that the money will continue to roll in from his wealthy backers. For Capehart had such an easy time raising money that he collected $99,679.35, or $7,717.51 more than he spent. His chief bank-rollers were the Lilly pharmaceutical people of Indianapolis, who fattened the kitty by about $20,000.

Some of Capehart's campaign expenditures are equally interesting. Though he had no primary opponent, he reported to the Indiana Secretary of State that he spent almost $40,000 in salaries for campaign workers. Also, $6,268.89 for radio and newspaper advertising, $2,000 for recordings and $74 for "flowers".

Other expenditures included $2,804.15 for "rent" (presumably office space and hotel lodgings); $1,431.87 for general "expenses", and $1,059 for "postage". Of course, some of this was undoubtedly an advance investment aimed at the final election and was justified by the fact that Capehart faces the political battle of his life.

Most modest entry in Homer's campaign report was $2.50 for "repairs". Indiana Democratic leaders are speculating that this was used to mend "one little political fence" somewhere in the State.

(Editor's Note: When an Indiana newspaper recently printed the story that Capehart's renomination, unopposed, cost $91,600 in his primary campaign, the following denial was made:

"This, of course, was an unfortunate newspaper story because the Citizens Committee for Capehart, I doubt very, very much, spent even $1,000.00 in renominating Homer Capehart, but they did spend about $90,000.00 doing what the Republican State Committee should have done and would have done, if they had had the money.

"What the Citizens Committee for Capehart really did and spent their money doing was general publicity for the entire Republican ticket, and for good American Government.

"For example, they mailed out over a million pieces of literature, not about Homer Capehart directly or indirectly, but covering many subjects in respect to good government and the trend in this country toward Socialism.

"The Committee also paid for -- I think it was some twenty 15-minute radio programs on twenty-three stations, which cost an average of about $1,200.00 a week; and there wasn't a single mention of Homer Capehart's name in any of the programs, but rather it was a program warning the people of Socialism.

"The Committee also paid for syndicated news stories in ninety Indiana papers each week for twenty-nine weeks which papers had a total circulation of about two million.

"The Committee also, of course, paid for broadcasting the seven Capehart-Jacobs debates over twenty stations for seven nights straight.

"Therefore, none of the money was spent for Capehart's renomination, but for general publicity for the Party.

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Boost To FM Seen In 10% TV Tax
("Variety")

Virtual certainty that television sets will be taxed 10% under the new revenue bill may give FM a big boost. Imposition of the tax (on the manufacturers' price) is expected to encourage set makers to include FM reception, which can be added at small cost and which may be offered as an attraction to overcome buyer resistance to the higher tag for TV receivers.

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TRADE NOTES

A seven-nation radio conference opens in Washington today (Sept. 6) in a new effort to iron out long-standing difficulties over assignment of broadcast channels.

Representatives are expected from Cuba, whose stations have been the target of complaints that Cuban broadcasts interfere with more than 600 standard band stations in the United States. Other countries represented are Canada, Dominican Republic, Haiti, Mexico, and the United Kingdom as agent for the Bahamas and Jamaica.

The Radio Corporation of America declared a dividend of 87½ cents per share last week on the outstanding shares of $3.50 Cumulative First Preferred stock, for the period from July 1 to September 30, 1950. The dividend is payable October 2, 1950, to holders of record at the close of business September 11, 1950.

The "Catholic Hour", which last March observed its 20th anniversary on NBC, will be heard on the network from 2:00 to 2:30 P.M. EST, Sunday, October 1, instead of from 6:00 to 6:30 P.M., as in the past.

In commenting on the change of time, Charles R. Denny, Executive Vice President of NBC, and Stewart Lynch, President of the National Council of Catholic Men, said that a greater number of stations will carry the program in the new time period and a much larger audience will be available.

Alfred Kohlberg, New York importer of Chinese textiles, told the National Exchange Convention in Washington last Monday, Sept. 4, that the press, radio and higher education have been "infiltrated" by pro-Communists. Big business in many cases is afraid to speak out, he said.

The selling power of one of the top-ranking quiz programs will be put behind the RCA Victor "45" drive when RCA Victor takes over sponsorship of "The $64 Question", starting Sunday, Sept. 10. The show, formerly called "Take It or Leave It", will be broadcast over the full coast-to-coast NBC network of 165 stations in the 10 to 10:30 P.M. (EDT) Sunday time period.

Motorists returning to Chicago on Labor Day, Monday, Sept. 4, after the long holiday weekend, had the benefit of a birds-eye view of the traffic situation ahead through a special radio-traffic bulletin schedule presented by Station WGN in cooperation with the Chicago Motor Club. More than 300,000 automobiles carrying over a million person returned to Chicago on Monday, Sept. 4th.

In an observation plane, Tom Wiley, Chicago Motor Club Traffic Engineer, observed traffic movements and congested areas and short-waved his reports to WGN where a special features crew processed the reports for broadcast throughout the late afternoon and evening.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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September 13, 1950

COMMUNICATIONS PEOPLE SIT PRETTY WITH HARRISON APPOINTMENT

If you have been in the communications industry for long, you may fund you have a friend at court in the person of Gen. William Henry Harrison, President of the International Telephone and Telegraph Company, just named Arms Production Director in one of the first big appointments in President Truman's new wartime setup.

In addition to being head of the National Arms Production Authority, General Harrison has the further prestige of being in on the ground floor with those whi will build the President's vast defense structure.

The approval which has greeted the appointment of General Harrison from the communications industry where the General is best known, should reassure Mr. Truman that he has made a wise selection.

The official news came when Sunday (Sept. 10), Commerce Secretary Sawyer confirmed rumors which had been afloat in Washington for a week or so that the 58 year old I. T. & T. chief would head the new National Production Authority which was established a few hours after President Truman announced he had ordered its creation. The act authorizes NPA to set up compulsory regulations for establishing priorities and allocating scarce and critical materials. Secretary Sawyer said the agency would go slowly in the exercise of its powers which would cut into production of automobiles, home appliances, television sets and the like.

"We shall use these powers", he declared, "only as it becomes necessary."

But at the same time he expressed the determination of his department and the NPA to take whatever steps appeared necessary in in our approach to the problems which this order imposes upon us. Whatever inconveniences result will, I know, be cheerfully borne by businessmen and citizens because of our common faith in and our will to defend our free society."

Simultaneously with its announcement of the creation of NPA, the Commerce Department issued orders reimposing export controls on 39 classes of iron and steel mill products which had been decontrolled for export last March. The products covered can be exported, except to Canada, after September 30 only under license from the department.

Establishment of the NPA and appointment of Harrison to head it completed one phase of the "austerity" program outlined by Mr. Truman in his Saturday night address from the White House and provided an equivalent of the powerful War Production Board of World War II. Another phase of the control picture was filled in by Mr. Truman himself when he named W. Stuart Symington, Chairman of the National Security Resources Board, as "coordinator".

In establishing the National Production Authority, Mr. Sawyer announced that he was transferring to the agency fifteen divisions of the Department's Office of Industry and Commerce. These divisions are: Small Business, Marketing, Iron and Steel, Metals and Minerals, Rubber, Textiles and Leather, Chemicals, Forest Products, Motion Pictures, Foods, Petroleum and Fuels and Energy.

Explaining the newly created agency, The Washington Post states:

"The star performer in the expediting program will be the National Production Authority created within the Commerce Department. The NPA takes direct responsibility for seeing that defense orders have top priority and that plants making weapons have ample steel, aluminum, copper and other materials. It serves the function that was assigned to the WPB (War Production Board) in World War II. As head of the NPA, the Administration has chosen William H. Harrison, who should be eminently qualified for the assignment by his service as Director of the Production Division of the old WPB and as Chief of the Procurement and Distribution Service of the Army Signal Corps in the last war. This draft upon experience ought to get the National Production Authority off to a good start.

"It is well to remember that the NPA shares the allocations and priorities powers with the Secretary of Agriculture (with respect to food, commercial fertilizer and distribution of farm equipment), the Secretary of the Interior (as to petroleum, gas, solid fuels and electric power) and the ICC (as to transportation). This natural distribution of functions will make it necessary to iron out interagency conflicts and that task has been given to the Chairman of the National Security Resources Board, Stuart Symington. Mr. Symington should not be regarded, however, as merely a trouble shooter or arbiter of disputes. The President has also authorized him to lay down program and policy directives, with White House approval, and in effect to supervise the whole defense effort. That assignment grows naturally out of the existence of the NSRB as a planning agency for effective use of our resources for defense.

"While the new defense set-up is complicated, its lines of authority are clear and each agency has a specific task reasonably well defined. If each unit does its part well, much of the confusion and lost motion that marked the introduction of civilian controls in connection with World War II can be avoided. It is now largely a question of whether the individuals chosen to direct the various units are equal to the heavy responsibilities they will carry."

Perhaps the most authentic information about General Harrison may be found in "Who's Who in America", data for which is usually furnished by the biographee himself. It follows:

Harrison, William Henry, army officer; born Brooklyn, N.Y., June 11, 1892; s. John and Ann (Terahin) H.; student Boys High Sch., Brooklyn, 1906-09, Pratt Inst., 1913-15; D.Engring. (hon.), Polytech Inst., Brooklyn, 1938; LL.D. (hon), Notre Dame U., 1939; D. Eng.(hon.)

Renssalaer Polytechnic Inst., 1946; m. Mabel Gilchrist Ouchterloney, April 14, 1916; children - William Henry, John Grant. Repairman and wireman, N.Y. Telephone Co., 1909-14; in engring dept., Western Electric Co., New York, N.Y., 1914-18; engr., equipment and bldg. engr., and plant engr., Am. Telephone and Telegraph Co., N.Y. City, 1918-33; v.p. and dir. The Bell Telephone Co. of Pa. and The Diamond State Telephone Co., 1933-37; asst. v.p., Am. Telephone and Telegraph Co., N. Y.City, 1937-38; v.p. and chief engr. 1938-43, 1945-48; president and director International Telephone & Telegraph Corp., since 1948. Director International Standard Electric Corp., Fed. Telephone and Radio Corp., Porto Rico Telephone Company. Chief Shipbuilding, Construction and Supplies Branch, Office of Prodn. Management, 1941-42; dir. of Production, W.P.B., 1942. Apptd brig. gen., U.S. Army, 1942, maj. gen., 1943; director construction division National Defense Council, 1940; dir. of procurement and distribution service, Office of Chief Signal Officer, Washington, D. C. Awarded D.S.M., 1945; Hon. Comdr. Order British Empire, 1946; Hoover Medal, 1946; Cross French Legion of Honor (Officer) 1947. Was Trustee Village of Garden City, N.Y., Commr. Pub.Works; chmn. Safety Council, Phila.; dir. Brooklyn, Poly. Inst. of Pratt Inst. Mem. Business Adv. Council, Dept. Commerce; mem. bd. trustees United Engring, Trustee, Inc. Mem. Am. Inst. Elec. Engrs. (ex-president), New York Electric Society, Newcomen Society, Eta Kappa Nu, Tau Beta Pi.

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WASHINGTON TRADE ASSOCIATION HEADS HONOR BOND GEDDES

Bond Geddes, Washington news service and trade association head, last week was elected a life member of the Washington,(D.C.) Trade Association Executives.

Mr. Geddes, who retired August 1 as Executive Vice President and Secretary of the Radio-Television Manufacturers' Association, had been with that organization since 1927. He is a charter member of the Trade Association Executives.

Robert C. Hibben, President of the Trade Association group, cited Mr. Geddes' contribution to the trade organization movement at a luncheon in the Mayflower Hotel.

Before entering trade association work, Mr. Geddes was manager of the Washington Bureau of the United Press and later was Chief of the Associated Press' Capitol staff. He was on the public relations staff of the Sinclair Oil Co. during the Teapot Dome oil investigation in 1924.

Mr. Geddes will continue as a consultant to the Radio-Television Manufacturers' Association.

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TRYING TO FIGURE OUT FCC TV COLOR DECISION HAS 'EM WOOZY

The press is having a field day with the Federal Communications Commission's color television decision and everyone having his own interpretation. Here are some of the opinions. Pay your money and take your choice:

C. E. Butterfield, Associated Press:

"The overall effect of the latest decision of color television by the FederalCommunications Commission - its second - is to leave the whole question still in a 'pending' category.

"There can't be any doubt that CBS won a victory in the ruling, which, while declining to set final standards, highly favored the CBS system over RCA and CTI (Color Television, Inc.). This was in direct contrast to the earlier finding in 1947 when a differently constituted commission held that the CBS system was not ready.

"What happens now, in view of the fact that the FCC left the door open for further possibilities, depends on a number of factors.

"Basic is the transmission question. Stations must go on the air with color before the public can get interested. In this connection CBS says it is 'proceeding promptly with plans', adding it expects to have 20 hours a week 'within 30 days after the commission makes its final decision.'

"Next must come the sets. The FCC has asked manufacturers to build receivers to tune in both CBS color and black and white. None of the present seven million or so sets in operation will function in color without special converters.

"Finally, there is the public itself. Acceptance of color must rely entirely on how it reacts and how fast it buys new color receivers or adds converters to present sets. Meanwhile, black and white operations are to continue.

"In leaving the door open, FCC set December 5 as the date when improvements and other systems, of which several are reported in the works, can be offered for consideration. A latchstring fastened to this door implied it would close and the CBS method be accepted immediately if manufacturers did not meanwhile cooperate in incorporating color equipment in new sets.

"On the other hand, RCA has indicated it still has hopes for its system, which was urged on the grounds it would also fit into the present black and white operations. CTI only last week advised the Commission it had an improved system to offer.

"It should be apparent that color still has a number of obstacles to hurdle and that it is going to take some time after that to get under full operation."

Jack Gould in The New York Times:

"The long-awaited action by the Federal Communications Commission on the future of color television finally has been taken. After a couple of years of exhaustive tests, hearings and arguments, the Commission boldly came to its conclusion: it's not sure yet what to do.

"That's the nub of the complex, confusion and bewildering 'decision' which the FCC has handed down. Every declaratory statement which the Commission makes in its announcement is ringed by protective 'ifs' and other subjunctive safeguards. Anybody who has not memorized Roget's Thesaurus and done post-graduate work at M.I.T. had better stay away from the FCC's latest best-seller.

"After a few days spent amid the Commission's own special world of semicolons, the following appears to be what the FCC did:

"It found the color system devised by the Columbia Broadcasting System as far and away the best and indeed the only one ready for commercial introduction. The systems of the Radio Corporation of America and Color Television, Inc., said the FCC were just also-rans.

"But, says the FCC the CBS system presents difficulties. For one thing it does not work on the same standards as present black-and-white receivers. If CBS were to transmit a picture in color, you'd have to have a special gadget - the cost might run anywhere from $40 to $60 - even to get a picture in black and white. A more fancy gadget would be necessary to receive color on an existing receiver.

"Since there are an estimated 7,000,000 sets in the hands of the public, the FCC can see where some present viewers might not warm to the idea of throwing their sets out or resuming relations with the Morris Plan * * *

"Under the circumstances, it would appear that the public will have to be patient. Until the FCC gives the manufacturers time to make up the Commission's mind, we will not be able to see in full color either wrestling, impersonations of Humphrey Bogart or the right way to use an all-purpose vegetable paring knife."

Variety:

"Now that the FCC has decided affirmatively for color television but has deferred final standards to give industry a three-months period to show something better than the CBS system, the big question here is what will the manufacturers do. For it is up to them to determine whether we shall have color now or wait from six months to a year with no one knows how much dislocation in the receiver market.

"In proposing that manufacturers build in compatibility (for CBS color) in all new sets, the Commission has given the industry a taste of the kind of problem the agency itself has been wrestling with for the last three months; how to keep the door open for further developments and at the same time protect new receiver owners against obsolescense.

"The manufacturers are given a choice (which is a nice way of saying the FCC is holding a club over them) of putting in adaptors or else. And the 'else' is CBS color immediately. It is a tough question and one that is not likely to be decided overnight (FCC gives until Sept. 29 for an answer), since the industry is given only three months to produce a better system than Columbia's, and to deliver to the Commission in that time "representative receiver apparatus" which can get color transmissions from a commercial station. Judging from the time that it has taken new color systems to develop to the apparatus stage, even under the impetus of the

Commission hearings, it would be considered phenomenal if a better system than that of CBS (which has been 10 years in development) can be demonstrated by the Dec. 5 deadline."

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TOBEY LEADS CLOSE RACE FOR SENATE RENOMINATION; RECOUNT ASKED

Senator Charles W. Tobey (R), of New Hampshire, is leading by a slender margin at this writing (Wed. A.M., Sept. 13) and his opponent in the Republican primary, Wesley Powell, 34 years old, says he will demand a recount. Powell was formerly Administrative Assistant to Senator Style Bridges of New Hampshire. The vote in 295 precincts out of 297 is as of now, Powell 37,270, Tobey 38,401.

In the campaign Tobey was called a "Truman" Republican. Tobey retorted he voted "for the best interests of New Hampshire and all the people regardless of party."

Powell attacked Tobey for his "America first" activities before World War II. But Tobey countered by playing up the endorsement of him as an internationalist by Philip Willkie, son of the late Wendell L.Willkie.

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GOLDMARK BOOSTED TO V-P AS CBS TV COLOR REWARD

Dr. Peter C. Goldmark, Director of the CBS laboratories which developed the CBS color television system and the long playing record, has been appointed Vice President in Charge of Engineering Research and Development of the Columbia Broadcasting System.

"Dr. Goldmark's appointment", Frank Stanton, President of CBS said, "is not only a recognition of his outstanding contributions in the field of electronics. It also takes cognizance of the fact that color television has now reached a stage of major significance in the communications field. The Sept. 1 report of the Federal Communications Commission was a long step toward the final adoption of CBS color television for broadcasting, and the recent arrangement concluded between CBS and Remington Rand for the production of color television equipment for industrial use assures widespread application of Dr. Goldmark's work in many other fields."

The FCC report gave unqualified approval to the excellence and practicality of the CBS system developed under Dr.Goldmark's supervision, and found it clearly superior to the other systems considered.

Dr. Goldmark's work, particularly in color television and long playing records, has earned him a world-wide reputation. He joined the CBS staff in 1936, and since then has directed the comparatively small but highly skilled laboratory staff which has brought color television to its present advanced state of development.

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STANDARDIZATION CITED AS FOUNDATION FOR RADIO, TV PROGRESS

A report on engineering standardization in the radio industry which began in 1913 and is today the basis of outstanding advances in the electronic art, including television, radar, radio, electronic computing and other complex electronic devices was presented to the West Coast Convention of the Institute of Radio Engineers at Long Beach, California today (Wed., Sept. 13) by Virgil M. Graham, Director of Technical Relations for Sylvania Electric Products, Inc., and Associate Director of the Engineering Department of the Radio-Television Manufacturers' Association.

"Early radio standardization", Graham said, "stemmed from the first preliminary report of the Committee on Standardization of the Institute of Radio Engineers dated September 10, 1913. This report contained definitions of terms, tests and symbols which are of interest to the radio industry and the Institute today.

"The first effort to establish the manufacturing type of standards began about 1923 by the Associated Manufacturers of Electrical Supplies then concerned particularly with appliance type of electrical equipment. Activity of AMES committees continued until mid-1926 when their organization combined with the Electric Power Club, concerned with heavy power equipment to form the National Electrical Manufacturers' Association. Radio standardization was continued by NEMA's Radio Division which published handbooks on standardization during 1927 and 1928.

"In 1929 the rapidly growing Radio Manufacturers' Association, which had been established in 1923, set up the first RMA Engineering Committee with a Standards Section. At this time RMA standardization procedure followed closely that established by NEMA. Material was proposed by RMA engineering subcommittees, reviewed by the general Standards Committee and approved proposals were then submitted to RMA membership for letter ballot providing one vote for each member company. If the ballot was not returned within a stated time it was counted as affirmative. A majority of 75% affirmative votes was required for adoption.

"Occasions when 75% of the ballots were not returned were not unusual. The weakness of the procedure soon became apparent. In 1934 a survey of other manufacturing standardization systems indicated that procedure used by the Society of Automotive Engineers was more desirable. Therefore, a modified SAE procedure was adopted by RMA. Proposals are circulated for comments which a General Standards Committee judges for the industry. This procedure permits consideration of valid objections and provides a very democratic standardization system.

"During the early 1930's RMA engineering was concerned principally with component standardization. Therefore subcommittees were formed out of the components committee to specialize in standards for resistors, capacitors and other components. L. C. F. Horle, a consulting engineer in New York, organized these component standardization committees and also established the RMA Data Bureau.

In 1938 the Bureau assumed the handling of tube type designation assignments which had previously been a function of the RCA License Laboratory.

"The RMA Data Bureau became the focal point of the engineering department's operations as activity increased. In the late 1930s collection and tabulation of data on broadcast receiver characteristics were an important phase of the Bureau's activity. Information on sensitivity, selectivity and other characteristics could be made available to the Federal Communications Commission and other groups requiring it. This activity was interrupted by World War II but was resumed in 1947."

In closing Graham reported the retirement of Mr. Horle as Manager of the Data Bureau and Chief Engineer of the Radio and Television Manufacturers' Association. He announced the appointment of Ralph Batcher who has long been associated with the radio industry to succeed Mr. Horle.

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SAM GOLDWYN AGAIN URGES TV AND MOTION PICTURES TO MERGE

Back in Hollywood after his trip to Europe, Samuel Goldwyn, famed motion picture producer, has again advised his fellow workers in the vineyards that they had better get together with the television producers.

"The critics of television are all wet", Mr. Goldwyn told Philip K. Scheuer of the Los Angeles Times.

"Referring to a recent magazine article carrying his byline, Goldwyn declared that ultimately the motion picture industry and television must join forces - not in common ownership but with each making its facilities available to the other - to their mutual benefit.

"Meanwhile, the all-important thing is what comes out on those TV sets", he continued. "Today, for example, children eat their dinner in front of them; when they are punished, they are told that they cannot look at TV!

"The silly things they see today - the westerns of 25 years ago and all that - are not going to make up for the homework the children are supposed to do. Eventually the parents may forbid them the sets entirely. Television can become either the greatest moral force ever put into the home or - but I don't like to think of the alternative.

"As for its effect on movies - well, people are going to shop a little harder than before; the fine pictures do a fine business, even today, and the poorer ones do hardly any at all. People can see the poor ones on television at home - and maybe some good ones, too!

"I attended a dinner in New York at which everyone predicted great things for TV - especially if the programs continue to originate there!

"When it came my turn I got up and said, 'Gentlemen, you will all come to Hollywood. We've been rehearsing the last 40 years

for you - and we know how. Hollywood will be as great a center for television as it is for motion pictures.'"

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"TELE-VIEWERS" ORGANIZE TO FIGHT COLOR TV

A non-profit, educational organization representing television set owners was formed in Washington last week and immediately took issue with a Federal Communications Commission repor favoring a non-compatible color TV system.

The new group, known as the Association of Tele-Viewers, said its main purpose is to "act as liaison between its members and the television industry and governmental agencies."

But its first action was to protest an FCC report which said the Columbia Broadcasting System's non-compatible color TV method was the best the Commission has seen to date.

The Association said it "feared" the FCC announcement may be followed by a ruling which would threaten the seven million TV sets now in use, which cost two billion dollars, with "overnight obsolescence."

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COMMERCIAL-FREE RADIO PROGRAMS OFFERED FOR FEE

At long last the announcement of the possibility of radio programs with no interruptions for "a message from the sponsor" was made last week.

In New York, the Muzak Corp. disclosed it has petitioned the Federal Communications Commission to authorize the new type of radio transmission. It would be called "Muzak Narrowcasting". The commercial-free programs would be received through a special gadget, which could be attached to any FM radio receiver.

As usual, however, the consumer would pay. He would have to buy the special gadget, which Muzak said would cost "very little". He also would have to pay "a few cents a day" to Muzak for the privilege of hearing the programs.

The system is called narrowcasting, as opposed to broadcasting, because it is transmitted to a "narrow" field.

For years, Muzak has piped musical programs to various types of business concerns, principally restaurants and taverns. This is the first attempt to offer its programs to the public.

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LIVE WIRE ELECTROCUTES FATHER, SON, SETTING UP TV AERIAL

A father and his son were killed by electric shocks and a daughter was badly burned shortly after noon Saturday, Sept. 9, in a freakish accident growing out of their attempt to install a television antenna in the rear of their home at Lake Success, L.I.

The dead are Charles Rutter, 43 years old, a superintendent of maintenance for the New York City Housing Authority, and his son, Charles, Jr., 19; Adelaide, 17, the daughter, was seriously burned about the hands, legs and chest before she was heroically pulled from a live guide wire by Patrolmen John Quicker of the Lake Success police. Mrs. Adelaide Rutter, the mother, was reported suffering from shock and hysteria.

The accident was the aftermath of a joint family effort to install a new-type antenna that presumably would have improved reception on the family's television set.

Police said the family had just taken down the conventional roof antenna and were preparing to set the new aerial firmly in place in the back yard. The new antenna, designed by young Rutter, a television student, consisted of a 29½-foot metal mast with a 5½-foot crossbar.

Mr.Rutter and his son were engaged in fixing the mast firmly into the ground, and Adelaide held one of the guide wires that were to make the mast secure. Suddenly the mast tipped and fell against a high tension wire of the Long Island Lighting Company. The wire is one of the primary distribution lines and carries 13,000 volts. It is about twenty feet from the ground at the rear of the house. As the metal mast touched the wire there was a blinding flash. The two men apparently were killed instantly.

When the police arrived, Patrolman Quicker observed Adelaide unable to let go of the guide wire. He ran to his car, pulled out some old newspapers and pulled her from the wire. Units of the Sixth Precinct Squad, the Fire Department, and other police squads worked in vain for two hours to revive Mr. Rutter and his son.

The high tension lines in this and other new developments throughout the country, it was learned, are run through the rear yards of the homes rather than along the street on which the homes front.

The accident recalled a similar one in May, 1948, at the Anthony Harris home in Strathmore, a development in Manhasset, L.I., where two television service men lost their lives when a strong wind blew the antenna mast against a high tension line.

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SYLVANIA EXPANDS PLASTIC PRODUCTION FOR RADIO, TV

A new plant which will specialize in the production of plastic and plastic-metal components for the radio, television and lighting industries is now being constructed for the Parts Division of Sylvania Electric Products, Inc., at Warren, Pa.

He said that ground for the new plant, which will provide 30,000 square feet of production space, was broken on July 5 and that the plant should be ready on or about October 15th. Provision is being made in the initial structure for the expansion of floor space to approximately 100,000 square feet.

Operations at the new plant will be devoted exclusively to the production of plastic products for the radio, television, lighting and other industries and will include both thermosetting and thermoplastic items with and without metal inserts.

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ZENITH FIRST 3 MONTHS CONSOLIDATED PROFITS - $766,954

Zenith Radio Corporation reports estimated net consolidated profits for itself and its subsidiaries for the first three months ended July 31, 1950, of its current fiscal year amounting to $766,954 after Federal income tax provision of $550,936, depreciation, excise taxes and reserve for contingencies.

Net consolidated profit for the same period a year ago was $170,945 after a deduction of $251,376 representing amortization of goodwill incident to acquisition of a subsidiary. Inasmuch as the item of goodwill was completely amortized at April 30, 1950, there was no comparable deduction applicable to the earnings for the 1950 quarter.

"The company is proceeding with its plans for a limited 90-day commercial test of Phonevision scheduled to start October 1st to determine the extent to which the public is willing to pay a fee for home showing on television of good movies and/or other entertainment", Commander E. F. McDonald states. "The broadcasting station located on the Field Building is now ready for operation and the 300 participants have been selected. The public interest in this test is evidenced by the more than 50,000 applications to participate in the test."

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Baltimore, Md.,

A moth put television station WAAM-TV/off the air for an hour one day last week. Tubes blew out, fuses popped, and a flash of high voltage electricity welded solid the vibrating contacts of a relay.

Charles Blair, an engineer, finally found the wrecked relay and the charred remains of the moth. It had flown into the maze of tubes, wires, resistors and relays, causing a short when it passed at just the right instant through the gap in a high voltage circuit.

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SIREN BAN EVOKES A NOISE HEADACHE

The ban on the sounding of sirens, which went into effect at 8 A.M. yesterday, (Tues., Sept. 12) in New York City under the State's Civil Defense Law, brought with it unexpected difficulties.

Radio stations, banks, department stores and volunteer fire companies operating in the city were seeking substitutes for sirens, which now may be used only to signal an air raid.

Inquiries from groups that use sirens as burglar alarms, for sound effects in radio programs and to call volunteers to fight fires were told at City Hall, according to The New York Times, by the office of Arthur W. Wallander, City Director of CivilDefense, that they would have to install bells or other alarm systems that did not sound like sirens.

Any sounding of sirens, henceforth, will indicate air raids. For the present if such a warning becomes necessary the alarm will be sounded from Police and Fire Department vehicles. Later it is planned to set up large air-raid sirens.

Although the Columbia Broadcasting System, the Mutual Broadcasting System and the National Broadcasting Company said that they would abide by the defense law order, the American Broadcasting Co. said it planned to continue such sound effects wherever programs called for them. A spokesman added "they will be heard only for a few seconds".

A radio and television landmark affected by the order is the screaming siren that heralded the NBC program sponsored by the Texas Company and starring Milton Berle on television. "Gang Busters" another radio show on CBS, also will be without its familiar siren.

While perturbed officers of banks and stores are replacing their burglar alarm systems, volunteer fire companies in four boroughs who have used sirens to alert members must also set up a new method.

In Staten Island two such companies expect to use a whistle alarm. Seven other companies are still undecided on what they will do.

Police Chief of Staff August W. Flath reported that he did not expect any serious impediment to police vehicles because of the ban. He pointed out that horns and flashing red lights atop police cars would speed them through traffic. Police vehicles used this technique before the advent of sirens.

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SCISSORS AND PASTE

That $800,000 For The World Series TV Rights
("Advertising Age")

It may very well be that Gillette Safety Razor Co. has done a serious disservice to itself and to advertising and television by meeting a bid of $800,000 for TV rights to the WorldSeries supposedly made by General Motors on behalf of Chevrolet.

This famulous price may be entirely justified, from an advertising standpoint, by what Gillette gets out of its sponsorship of the series this year.

But what about next year, and the year after that?

Having discovered that advertisers seem willing (or should we say anxious?) to pay any price, no matter how fantastic it might have sounded the day before yesterday, what will the rights to the 1951 series cost? $1,000,000? $1,500,000? $2,000,000?

The trend of thinking on the part of the office of the Commissioner of Baseball is already fairly clear. Here is an opportunity, apparently, to make as much money out of the baseball business as the whole of organized baseball ordinarily makes in a year, and it can be expected that the baseball magnates will not overlook the opportunity.

What seems more than likely to happen is that the cost of sponsorship of the World Series (and other major sports events) will rise to the point where even the biggest, most venturesome advertiser will be priced out of the market. Then, unless our crystal ball is badly clouded, theater owners, with their paying box office patrons, will step in. Because, present indications are that no one but a network of theater owners stretched across the country will be able to finance a fanfare whose asking price is sure to be a million dollars or more next year.

The pattern is getting a tryout this Fall as four theaters in Chicago and Detroit will carry exclusive game-time telecasts of Big Ten football games. It will get a big push from the fantastic price paid for the World Series rights.

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Television Deplomats; U.N. Drama
("The Washington Post")

The televised diplomats are the talk of everyone who follows the Security Council meetings by video. Fans of the photogenic Indian delegate, Sir BenegalRau, argue his sincerity and lofty-mindedness, and those of Jebb praise their man's poise and brilliant sarcasm. Some spectators are delighted, others critical, when Warren R.Austin, the American delegate, gets "mad" and shows it. Mr. Malik's stubborn, robot-faced technique enrages most American onlookers; yet some students of the Asian mind say it would go across well with eastern onlookers. Certainly television, which reveals every gesture and shade of expression, is putting a premium on the deportment of diplomats. Generally speaking, the calm, polished graduate of what is called old school diplomacy seems to have the advantage.

This success of the U.N. on television has brought a wider popular interest in the world organization. Fan mail has greatly increased. Telephone lines to headquarters are often blocked during and after a televised Security Council meeting. Some callers, in direct American fashion, demand to speak personally to Mr. Malik. Attendance has greatly increased and television screens operate in four conference rooms, as well as in the delegates' lounge, to accommodate the crowds. As yet, all this television interest is limited to the United States and Britain, which have national networks, though proceedings are to be retelevised in France and (it is said!) the Soviet Union. It may be a long time before U. N. proceedings are flashed by screen to remote areas, but eventually people in most parts of the world will be able to make this closer check on those who represent them.

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Standardize TV Picture Tubes

(Dr. O. H. Caldwell - "Radio and TV Retailing")

Now that most "doubting Thomases" are willing to concede that television, like the automobile, is here to stay, and since manufacturers have had several years in which to develop "know-how", it would be well to take steps to standardize some of the loose-ends in this new giant industry. As a case in point, one of the greatest problems today is that of the large number of different picture tube types now being made and marketed. For example, there are more than 20 different types of 16-in. round tubes and four types of 16-in. rectangular tubes. Likewise, there are seven different 19-in. round types and two rectangulars.

The sad part of the story is that none of the different types in a given size are directly interchangeable, and therefore, aside from the pyramiding of manufacturing facilities required to produce them, the situation in the replacement market is rapidly approaching the chaotic. Such a wide variety of available tube types which do the same job is certainly inconsistent for efficient mass production and completely out of line when considered in the light of the current national emergency. The distributors, dealers and servicemen are confronted with either heavy inventories, shortages, or loss of consumer good-will, because "adapting" can be a costly procedure. Yet, oddly enough, the differences between the various types in any given size are relatively minor; some only involving a slight change in a physical dimension.

Recent announcements refer to an entirely new crop of picture tubes, such as the 17-in. "diagonal" metal rectangular (about the same screen size as a 16-in. round), 19, 22, 24 and 30 in. sizes as becoming available during the latter part of 1950 and during 1951. If past performance be any basis for judgment, so far as production and consumer demand is concerned, then it is high time that some protective and adequate standards be developed. We believe that such standards could restrict the number of tube types to no more than two for any given tube size.

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TRADE NOTES

Lowell Thomas, CBS newsman and world traveler, celebrates his 20th anniversary on the air, with the broadcast of his regular CBS news program Friday, Sept. 29, when William S. Paley, Chairman of the Board of the Columbia Broadcasting System, will be his special guest (CBS, 6:45, EDT). Thomas made his network radio debut over CBS on Sept. 29, 1930.

Sales of radio-receiving and television sets by Canadian producers during May 1950, just made available by the Commerce Department, totaled 51,616 units, valued at $3,805,166 at list prices. Television sets numbered 686 valued at $314,480. Producers' sales during the first 5 months of 1950 totaled 256,781 units valued at $20,920,969, including 4,248 television sets valued at $1,791,280.

In the first 5 months of 1950, imports of radio receiving sets totaled 10,785 units and exports, 13,956 units.

Melvin E. Drake, former Vice President and Station Manager of WDGY, Minneapolis, Minn., has accepted the position of Director of the Station Relations Department of the National Association of Broadcasters. He succeeds the late B. Walter Huffington. Mr. Huffington, first Station Relations Director of the Association, died of a heart attack after having completed three days of a projected two-week membership tour of the Southeastern States.

Trav-ler Radio Corporation announced a stock dividend of one share of $1-par common stock for every five shares held, payable on Oct. 10 to holders of record on Sept. 18. Directors also declared a cash dividend of 10 cents on the common stock, payable on Oct. 10, to holders of record on Sept. 20. A similar cash dividend was distributed in July, the first payment since the company became publicly owned in May.

A copy of London Calling, official publication of the British Broadcasting Corporation dated August 10, carries a verbatim account of President Truman's first Korean speech. It was broadcast around the world by the BBC in addition to the "Voice of America".

The 1951 Medal of Honor of The Institute of Radio Engineers has been awarded to Dr. Vladimir K. Zworykin, electronics scientist of the R. C. A. Laboratories at Princeton, N.J.

Presentation of the medal will take place at the Institute's annual meeting in New York next March. The medal is the organization's highest award, and is given only to those who have made important contributions to the advancement of the art and science of radio communications. Dr. Zworykin's early work in electronics was largely responsible for the electronic scanning method now used in television.

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Robert D. Heinl, *Editor*

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September 20, 1950

"IS THE FCC COLOR-TV DECISION CALAMITY OR OPPORTUNITY?"

This is a prize poser put by Dr. O. H. Caldwell, who was a member of the original Federal Radio Commission.

"A majority of the radio-television industry is aghast at the Federal Communications proposed field-sequential system", Dr. Caldwell adds. "Manufacturers and engineers are outraged at the FCC attempt to control factory output by 'Bracket' requirement."

Dr. Caldwell writes in the October issue of Tele-Tech, of which he is the editor:

"Color-Television hearings before the FCC began in September, 1949, and were concluded eight months later, producing nearly 10,000 pages of testimony. These hearings led to the issuance on September 1, of the first report by the Federal Communications Commission on Color-Television. This 59-page document, written by Commissioners Coy, Webster, Walker and Sterling was endorsed, with exceptions, by Commissioners Hennock, Hyde and Jones. At long last we know what the Commissioners think about the Color controversy. Also it is revealed that what should have been treated as an engineering problem has emerged as a controversy between factions -- the FCC on one hand, and the Industry and RTMA on the other.

"Here is what the FCC has announced: No final color standards are being proposed now.

"But if a decision were made now, the FCC explains, the Field Sequential System (CBS) would be selected because the FCC believes that neither the Line Sequential (CTI) nor the Dot Sequential System (RCA) meet the FCC criteria.

"These criteria are: Color fidelity; adequate apparent definition; good picture texture; no marring by misregistration, line crawl, jitter or unduly prominent dot structure; brightness sufficient for adequate contrast range and for normal home viewing without objectionable flicker; receiver cheap and simple to operate; reasonable transmitter costs and operating skill, not restrictive; system not unduly susceptible to interference; operation over intercity relays cutting off at 2.7Mc.

"Compatibility. This most important requirement in the minds of most TV engineers, FCC has omitted from its above list of criteria. The Commissioners say they have not seen a satisfactory compatible system demonstrated, and that to secure compatibility either the system gives poor picture quality or is complex or both. The report states that compatibility 'is too high a price to put on color'. The majority of the industry's TV engineers do not agree with FCC.

"Regardless of comments minimizing the importance of compatibility the Commissioners must be worried on this score. They

propose 'bracket' standards in our present monochrome systems as follows:

"Scanning-line Frequency. . . . 15,000 to 32,000 per sec.
(Now 15,750)
Field Frequency . . . . . 50 to 150 per sec.
(Now 60 per sec.)

"A receiver built to receive these 'bracket' standards, hereafter called a Bracket receiver, would operate on the present black-white standards, and then, at the turn of the Bracket switch, give monochrome pictures on CBS color transmissions. For reception of color the further addition of a converter, say, a rotating color disc and motor, would have to be made to the TV set.

"Why 'bracket' standards? If all future TV sets were Bracket sets, then the FCC's responsibility of seeing that set owners enjoy monochrome service from all transmitters within range would be limited to only (!) the present 7 million owners! (This will be 10 million at the end of 1950). The FCC will not have to continue to worry about the compatibility problem growing worse when and if receiver manufacturers promise, at the request of the Commission, to build dual or Bracket standards into all their sets. And that is exactly what FCC has asked the manufacturers to do. By Sept. 29 the set-makers were asked to tell the Commission whether they will build Bracket receivers, starting 30 days after the FCC order is published in the Federal Register.

"What will happen if they do not so promise? If the FCC does not receive sufficient assurances that the great majority of sets produced will be Bracket receivers, then the Commission declares it will not postpone final decision but will adopt CBS Color Standards in one month! A rather clever but high-handed method of forcing, or attempting to force, manufacturers, over whom the FCC has no jurisdiction, to help carry out the Commission's present intent regarding color.

"What is the reward if the manufacturers agree to produce Bracket receivers? The FCC will then postpone its decision and witness tests of color systems, provided they satisfy the criteria mentioned above and provided the receiving equipment is delivered to the FCC Laboratory by Dec. 5 and a suitable signal is on the air in Washington for test and that the tests terminate by Jan. 5, 1951. (According to Commissioner Hennock's view the decision date should be moved ahead to June 30, 1951. She wisely points out that newly-developed, all-electronic systems, some of which have not yet been shown to the FCC, may bring the realization of an acceptable Compatible system.)

CTI has a new system to show; RCA has greatly improved the performance of its system since the last demonstration that FCC officially recognizes; there is the Lawrence tube to see; Hazeltine has improvements; G.E. also has a new system. How will these have a chance to be included in the line-up when the color system for USA is chosen? Only if in the meantime all the large manufacturers of TV sets promise to add Bracket equipment to their receivers, if our each receiver by at least $10 to $30. What will the customer get in return? A wider adjustment of horizontal and vertical scanning speeds; wide enough to include CBS standards; an addition which may never be used. It is possible that 3 million TV sets would be manufactured before the final FCC decision. This would mean $90 million of customers' money thrown away on a useless addition to their

receivers if a better, compatible system is eventually chosen instead of the CBS system. Certainly, this is too high a price to pay. Let the people buy what they want. Do not force them to pay extra for a dual standard set. Possibly CBS color will never be broadcast from the stations they receive.

"Here is a clear example of where faith in the future, possessed by the scientific researcher, the dreamer, pointed out the way to success. It is unfortunate that there is no such guiding personality on the Commission nor is there a single experienced television researcher on the FCC engineering staff. The important matter of future color standards is an Engineering problem. Where is the needed type of experience and judgment to be found? Among engineering personnel who have been or are with the large TV companies where extensive research laboratories are available and where color systems of the future can be worked out and tested. Of the many capable TV engineerings appearing as witnesses during the FCC hearings, a large majority were not in favor of the CBS system. Why was this? Not because they were biased but because their experience allowed them to evaluate color systems. They have testified under oath that Dot Sequential standards can produce better performance than Field Sequential standards. Some have proven this in their laboratories.

"Why has FCC disregarded their testimony? Why has there been a 'fight' in progress during the color hearing between the manufacturers and the FCC? The FCC report has not helped restore peace. It has shown what Bureaucracy can do to Industry. Millions of TV users may be saddled with an inferior system when Bureaucracy attempts the difficult technical problem of TV transmission standards. This problem should be assigned to Industry engineers."

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STANDARDS BUREAU OFFERING NEW VHF CALIBRATION SERVICE

The National Bureau of Standards is now offering a calibration service for field-intensity meters at all radio frequencies of broadcast and commercial importance up to 300 megacycles. Of special interest are the new standards and methods which have been developed at the Bureau for calibrating field-intensity meters in the very high-frequency region from 30 to 300 megacycles. The new standards were developed to meet a need for an improvement in theavailable accuracy of field-intensity measurements required because of the greatly increased use of VHF bands by FM and TV stations. Prior calibration service for field-intensity meters had already accommodated meters operating in the range from 10 kilocycles to 30 megacycles.

Commercial field-intensity meters are unfrequently used by broadcast engineers to determine the antenna efficiency and coverage of a radio station. The calibration of such instruments must be based on standards which are derived from and agree precisely with the basic units of measurement. The National Bureau of Standards has taken the lead in developing new and improved standards and increasing the accuracy of those already available.

The extended field-intensity-meter calibration service necessitated the development of new and accurate field-intensity standards. The VHF standards are similar to those already employed at lower frequencies, but several special techniques, particularly in the measurement of antenna current and voltage have been developed to meet the peculiarities of VHF calibration work.

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BELL SYSTEM NEW YORK-CHICAGO RADIO RELAY SYSTEM TOPS THEM ALL

Scheduled for service this month, the New York-Chicago Bell System radio relay facilities will be the longest of their kind to date, covering 838 route miles and initially providing a channel in each direction for television. Another 458 miles will be added to this by the extension of radio relay to Omaha at the end of this month.

Actual construction on the New York-Chicago radio relay route was started back in 1948. That part of the route went from New York City across New Jersey and into Pennsylvania, where construction of the antenna supporting structures was started last year.

A total of 35 relay points is needed to beam the signals between New York and Chicago. Four telephone buildings, those located in Cleveland and Toledo, New York and Chicago serve as four of these points.

Between Chicago and Omaha, the signals will be carried over ly relay stations located along a pathway which passes through Northern Illinois, and middle Iowa to the terminal at Omaha. One of the construction features of this radio relay span is the 427-foot structure at Des Moines, Rising high above the buildings of this Midwestern metropolis, the tower is made of open steel framework.

Two important branches will be connected with this system: one by coaxial cable from Des Moines to the Twin Cities of St. Paul and Minneapolis and the other by the Omaha-Kansas City coaxial cable. The latter is a new cable, a section of which is going into service for the first time to provide both telephone and television facilities. The former is an existing coaxial specially equipped to carry video as well as telephone messages.

Depending on where they are built, intermediate relay stations range in height up to 400 feet or more to provide line of sight transmission required by microwaves. In the East and West, where more mountainous terrain affords natural height and therefore better line of sight conditions, the buildings do not have to be as tall as in the Midwest where the lands are generally flat. On the average, the stations are placed about 25 miles apart.

These stations play a primary role in radio relay transmission, as they are equipped to receive, amplify and retransmit the signals on their way across the country. Each station receives the beamed transmission from its neighbor on one side and amplifies the signals before speeding them on to its neighbor on the other side.

In order to select the best sites for these stations, rigorous tests are conducted in which signals are sent between temporary towers and their strength measured for various heights of each tower. On selected sections, continuous recordings of signal strength are made over many months. Once the stations are completed, and the equipment installed, they are taken over by the Long Lines engineers and plant forces for local tests to make sure each station is in

proper working order. Next, stations are put into operations as links in the chain and overall line-up tests are made which result in a coordinated transmission system for commercial service.

Still another chapter will be written to this story of growth in the communications industry when radio relay reaches clear across the country between New York and San Francisco. By late 1951 or early 1952, the coast-to-coast span will be completed and ready for service. Construction of relay buildings between Omaha and Denver is almost finished now, while installation of the antennas and radio equipment for long distance telephone circuits has started. West of Denver, engineers have concluded their tests to discover the best pathway across the Rockies and Sierra Nevadas and construction of stations along the route are under way.

In addition to fitting into the national defense picture, radio relay and coaxial cable facilities will strive to continue meeting the needs of the fast-growing television industry. For example, when network service reaches Omaha at month's end, Long Lines will also add these 13 cities to its ever-expanding television networks: Rock Island, Ill.; Davenport and Ames, Ia.; Minneapolis and St. Paul, Minn.; Kansas City, Mo.; Indianapolis, Ind.; Louisville, Ky.; Greensboro and Charlotte, N.C.; Jacksonville, Fla.; Atlanta, Ga.; and Birmingham, Ala.

"Thus", Long Lines Magazine concludes,"by means of both radio relay and coaxial cable, the Bell System video networks will be almost doubled at the end of September to include a total of 42 cities connected by about 17,000 channel miles.

"To make these superhighways of sound and sight possible there has had to be close cooperation among the research, planning, construction and installation units of the Bell System. Long Lines, the Bell Laboratories, Western Electric, and several associated companies have played important roles in providing our country with these up-to-date communications facilities.

"Meeting defense requirements is now a major part of the Long Lines job of supplying long distance communications. Likewise, Long Lines has an important function in keeping pace with the expansion of the television industry."

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PLANS LAID TO BUILD COLOR TV EQUIPMENT

The Television Equipment Corporation announced in New York last Monday (Sept. 18) it had completed negotiations to build the first commercial color television equipment in the industry.

President John B. Milliken of TEC said the firm had arranged to build the equipment for Columbia Broadcasting System and Remington Rand, Inc. The agreement was reached after the Federal Communications Commission granted tentative approval of the CBS color television system.

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"FCC RULES NOT JUST PULLED OUT OF OUR HATS" - STERLING

While giving due credit to the important part played by the radio engineer, Commissioner George E. Sterling of the Federal Communications Commission last week took the opportunity to pin at least a small bouquet on the FCC itself. Addressing the West Coast Convention of the Institute of Radio Engineers at Los Angeles on the subject of "Due Process and the Public Interest" last Friday (Sept. 15), Commissioner Sterling said:

"Radio Engineers play a major role in enabling the fullest consideration of technical data by the Commission, and in providing a sound basis for sound decisions. They sometimes present their views from the purely disinterested viewpoint of the development of the art. They also participate in Commission hearings as representatives of particular parties and interests. There is nothing wrong with this. So long as the interest represented does not interfere with clear thinking based on fair assumptions which are made explicit, such representation plays an essential part in the fair play of due process. There are many notable examples of the invaluable testimony presented by engineers representing the interests of parties before the Commission.

"The Commission stated in its recent TV Color Report, 'The Commission is aware that of necessity it must rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of standards; our own facilities are too limited to gather much of the data'. Expert testimony to be valuable to the Commission must not only be theory but backed by practical field testing. Expert opinion of a general nature, as history will show, often produces a 'blooper'.

"The Commission's constant attempt to reach a fair and practical result is sometimes demonstrated in a way more obvious than the logic of an opinion. Some years ago the problem of interference from diathermy machines and similar equipment threatened to reach serious proportions. It was felt that setting aside special frequencies for this equipment, and the adoption of specific standards of performance, would help. The entire diathermy manufacturing industry, however, resisted these standards strenuously, some still opposing them even after a series of conferences and the initiation of a rule-making proceeding. They said a diathermy machine could not be made that would comply with the standards.

"I then as Chief Engineer gave instructions to our Laboratory to buy a commercial cabinet and make a machine exactly like the type sold on the market, but which would suppress harmonics and achieve stability of frequency. They made such a machine. It complied with the standards. The diathermy manufacturers said then that it would not accomplish the purposes of deep therapy. Through the services of the American Medical Association, I arranged for use of the machine at the hospital of Northwestern University. The diathermy industry went there and saw that the machine accomplished everying medical science expected of it. Diathermy machines are now in the band allocated for them at the Atlantic City Conference, and are

built according to the Commission's standards. In that instance, it took a practical demonstration to show that the Commission's Rules were not just pulled out of our hats.

"Whether that be done, whether oral argument is held, or whether there is a full hearing at which testimony is presented, the emphasis is always the same. We always strive to afford a full opportunity for all sides to come forward and show what their position is and how it squares with the public interest.

"In a recent rule-making proceeding concerning changes in the Rules Governing the Amateur Radio Service, I believe that only one party requested an oral argument. We granted that request, and seven different parties were represented at that oral argument. In that proceeding, in addition to the customary opportunity given to submit comments and briefs after the proposed rule changes were announced, an informal conference was held. As a result of that conference, the proposed changes were substantially modified. Nor are these proceedings conducted in a vacuum so far as the public is concerned. Over 700 comments were received by the Commission when the proposed rules were first announced. We were literally overwhelmed by the response.

"While any proceeding is likely to attract the attention of people with time on their hands and nothing to say, most of the comments we receive, whether they be handwritten letters or printed briefs, are of great value. The wider the response, the better able we are to judge what the public interest is. We cannot do it well, unless the public in whose interest we have been commanded to act, tells us what its interest is. The Federal Communications Commission does not work in an ivory tower. It works in the New Post Office Building in Washington. That may be symbolic. At any rate, it means that mail reaches us quickly. And when we get it, we read it and study it, even though those who receive an acknowledgment stating that their comment has been put in the appropriate file may have doubts on that score.

"I relish the postcard that we received last Winter from a man in New Jersey. He wrote: 'I was given this card to complain to FCC about something or other. I forgot what it was, so Merry Christmas to all!'"

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HARRISON'S 1ST ORDER HOBBLES RADIO, TV INSTALLMENT BUYING

The first inventory control order by Gen. William Henry Harrison, International Telephone and Telegraph Co. President on leave, new Production Authority Administration, intended to curb the commercial stockpiling of thirty-two important war materials, hit radio and television installment buying.

On radio and television sets, refrigerators, freezers, phonographs, cook stoves, ranges, dish washers, ironers, washing machines, clothes driers, sewing machines, vacuum cleaners, air conditioners and dehumidifiers, there must hereafter be a down payment of at least 15 per cent, and an eighteen month limit for payments.

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"PIGGY BACK" FM DEMONSTRATED

Two separate sound programs were transmitted over a single ordinary FM station channel in New York last week in the first public test of a new system designed to "increase the effectiveness of all available FM channels now in use by making it possible for them to send more programs", it was reported.

One program rode virtually "piggy-back" atop the other without producing noticeable interference.

Part of the demonstration was arranged to show how two microphones could be used instead of one at the sending station, with the program divided between the two channels and reproduced over two loudspeakers at the point of reception. The effect was not unlike music performed in the hearer's presence, of three-dimensional sound."

William S. Halstead and associates of the Multiplex Development Corporation of New York, inventors and designers of the new system, staged the experiment before a group of newspaper men.

The demonstration culminated a ninety-day experimental field test granted by the Federal Communications Commission. The programs originated at 70 Pine Street over the sending apparatus formerly used by FM station WGYN, and were intercepted over apparatus installed for the occasion at the Reeves Sound Laboratories, 304 East Forty-fourth Street.

Mr. Halsted explained that the regular 97.9 megacycle wave of the station - "multiplexed" for dual program operation - could be picked up and heard over any ordinary FM receiver in this area, but the program riding piggy-back could not be heard without a "small and inexpensive adapter", and thus the second program would be "secret" without it.

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TEXANS ASSURED GOVERNMENT WILL NOT TAKE OVER BROADCASTING

Justin Miller, President of the National Association of Broadcasters, stated in San Antonio last week at a regional meeting, that he had "been assured by Federal agencies that the Government has no intention of taking over broadcasting".

Judge Miller said there had been rumors that some television or radio stations will be shut down because "guided missiles might come in on their beams".

He advised Texas broadcasters if they are at all worried about local planned protection during the international emergency, to contact their police department immediately.

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FCC'S FRIEDA PUTS COLOR INTO HER TALK TO WOMEN LAWYERS

Frieda B. Hennock, Federal Communications Commissioner, chose to enliven her address to the National Association of Women Lawyers in Washington last week (Friday, Sept. 15) with a little color. Television color -- that is.

This she proceeded to do by referring to the recent FCC TV Color decision and incidentally letting the lady barristers in on the fact that even television can be improved, made more simple, more accurate, and more enjoyable. American scientists are constantly striving for such improvement.

"The addition of color to television is one great step in this direction", Miss Hennock declared. "Until you have seen it you will not be able to grasp fully how significant a development this really is. It will bring a pictorial splendor right into your home. But it is important, aside from its beauty, in the new vistas of programming which it opens up. The entire field of fine art is automatically made a television subject. Color will make meaningful many subjects which would be drab in monochrome. It really adds a new dimension to television and it is impossible to express in quantitative terms the amount of additional intelligence which it can convey.

"I know that most of you are probably interested in the effects of the Commission's recent Report on color television. At this time there is little I can say about it since the matter is a pending one and the Commission has several important decisions concerning color still before it. As you probably know, the question of the commercial authorization of a system of color television is part of a much broader proceeding. In this proceeding, the Commission is trying to provide a sound basis for the future growth of television service. We are revising our allocation plan to take account of factors which we knew little about at the time that television was first authorized. We are trying to make sure that television stations are far enough apart so that they will not interfere with one another and that each of you will thereby get the best television service. We are also proposing to authorize for commercial television use a new portion of the spectrum in addition to that already being used, so that we can have enough television stations for a truly nationwide competitive television service.

"We will consider other proposals for the improvement of television such as stratovision and the reservation of television channels for educational institutions. Obviously the question of the authorization of color television is appropriately a part of such a proceeding. Color poses great problems as you can easily see from the Commission's First Report. For theCommission is not dealing with a passing novelty which each person may patronize or ignore at his own whim. It is rather dealing with a significant new development in electronics which involves the use of valuable spectrum space and great investments by the public. And in making decisions as to this great new development, the Commission must lay a sound foundation for the future. Viewed in this light, the issue of paramount importance is to authorize the system which will give to the television viewer, present and future, the most satisfactory service, techni-

nically, and at the cheapest total cost. This is the Commission's view, and I subscribe to it fully. I am also concerned about the present owner of a television set. He should not needlessly be sacrificed in the march of electronic progress, if there is any possible way of protecting him without arresting that progress. As I stated in my separate views to the Report, I sincerely believe that, if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programming at all hours.

"We must always bear in mind that radio and television are but tools, merely vehicles for bringing ideas into your homes. All this progress will avail us naught unless we put it to good use. This problem -- how broadcasting can be used in the best interests of the people -- presents, in my view, the most challenging of problems. It is a problem which the FCC alone cannot solve. You too must take an active part in solving this problem."

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BLASTING OF WLW "VOICE OF AMERICA" ANTENNA CALLED SABOTAGE

The explosion that wrecked a Voice of America antenna at Bethany, Ohio, near Cincinnati, last Monday, Sept. 18, undoubtedly was the work of professional saboteurs, a radio official charged.

James Shouse, President of the Crosley Broadcasting Corporation, whose station WLW operates the transmitters for the State Department, said there was no doubt in his mind that the blast had been "professional sabotage". It was the second blast at the station in four months.

Station engineers said that a cyclone fence around the transmitters twenty-five miles northwest of Cincinnati had been cut just before the explosion in the vicinity of the wrecked transmitter antenna. They added that the force of the explosion indicated dynamite had been used.

In Washington, State Department officials said the possibility of sabotage was being checked by the Federal Bureau of Investigation.

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IMPROVED RADIOTELEGRAPH SERVICE OPENED BY RCA WITH ISRAEL

Improved radiotelegraph service between the United States and Israel has been officially inaugurated by RCA Communications, Inc., it was announced recently by Harry C. Ingles, President.

Mr. Ingles said the construction of modern high-power radio transmitters and receivers at Tel Aviv now makes it possible for RCA and Tel Aviv to communicate with each other without the use of foreign facilities. In this manner, he disclosed, dollar returns on Israel messages, originating in, or destined to, the United States will be shared equally with the Ministry of Communications in Israel.

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SYLVANIA READY TO "COUGH UP" $62,400 TO "BEAT THE CLOCK"

"Beat the Clock", CBS-TV's visual quiz program presided over by Bud Collyer, will be sponsored by Sylvania Electric Products starting Friday, Sept. 29 (CBS-TV, 10:30-11:00 P.M., EST).

"Beat the Clock" contestants, chosen from the studio audience, are given a prescribed number of seconds to answer each question shown by figures in action. A clock in full view of contestants and audience relentlessly ticks away the seconds, with awards for correct answers diminishing with each tick of the clock.

Computing the possible winners, Sylvania is prepared to pay out $62,400 in merchandise prizes to winning contestants during the next 12-month period.

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BELIEVES RADIO, TV ONLY WHETS NEWSPAPER APPETITE

Matthew G. Sullivan, General Circulation Director of the Gannett newspapers, said at Lake Placid, N.Y. yesterday (Sept. 19) that television would whet the public's appetite for details of the news and thus help newspaper circulation.

He told the New York State Publishers' Association that newspapers need not fear competition from radio and television "so long as publishers continue to produce newspapers that serve their readers the news of the community."

At the closing session of the Association's three-day Fall meeting, Mr. Sullivan said:

"What listeners hear on the radio, and viewers glimpse on television screens, they want to read about in the newspaper. They are hungry for details of the news. Only the newspapers can satisfy their appetites."

Mr. Sullivan said latest Audit Bureau of Circulation statements "record circulation gains in television cities of 217,000 in the evening field and 103,000 on morning newspapers."

"Television has not been able to do as well as a spot news medium as expected by its own industry", he said. "However, it has given great service to millions of Americans by bringing before their very eyes some of the important happenings of the world. Its greatest contribution to public service so far has been the telecasting of the dramatic scenes and debates at the recent tense meetings within the United Nations Security Council.

"From all indications the worst that's happened to newspaper circulations since the onrush of television is a shift of sales from one edition to another."

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SEN. TOBEY DENIES HE EVER SAID GOP IS DEAD

U. S. Senator Charles W. Tobey (R.), of New Hampshire, last week repudiated a statement attributed to him in which he was quoted as saying "the old Republican Party is dead".

The Senator, on the heels of his close victory in the recent primary, was interviewed by a Boston reporter. Newspapers published a quotation attributed to the Senator which said:

"The old Republic Party is dead. It is dead because it cannot and will not learn."

Senator Tobey, in a statement issued by his Concord office, denied he ever made such a statement even in post-primary excitement. He said it was called to his attention by the "completely misleading headlines".

"What I have said many times and what I say now is that it is essential that the Republican Party clean house in Washington," the Tobey statement read. "It is essential that the Republican Party have a victory in the national election in 1952, and this can be accomplished only by a forward-looking Republican philosophy."

Senator Tobey called his victory in a bitterly fought Republican primary "a victory for a forward looking brand of Republicanism."

The 70-year-old Tobey, a self-styled liberal who has frequently clashed with GOP policy makers, served notice, too, that he hoped to go back to the Senate for a third term "still a free man - ready to vote for what I think is in the interests of the people no matter who proposes it."

Senator Tobey won renomination by only 1,127 votes over Wesley Powell, 34-year-old World War II veteran who campaigned as an admitted conservative. With the outcome decided in the final returns, Senator Tobey polled 39,003 votes to 37,879 for Powell. The latter said he would ask for a recount.

Another lively fight shapes up for the veteran Tobey, the Associated Press predicts, even though New Hampshire has not sent a Democratic Senator to Washington in 18 years.

Jubilant over his renomination after the bitterest political campaign in New Hampshire history, Senator Tobey told newsmen:

"I like to feel, and do feel, that my victory was really a victory for a forward looking brand of Republicanism as typified by Governors Duff of Pennsylvania, Driscoll of New Jersey and Warren of California.

"I think the shadow across the Nation clearly indicates a call for this kind of leadership."

Senator Tobey asserted he still intended to "vote my convictions". He said "The first test I apply is whether it is in the best interests of my fellow man -- no matter who proposed it or where it comes from."

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SCISSORS AND PASTE

Doesn't See Lorain Decision Denying Right To Refuse Ads
("The Washington Post")

In his ruling Judge Freed of the U.S. District Court of Northern Ohio followed a decision of the United States Court of Appeals for the District of Columbia which last January held that freedom of the press was not involved in the decision of the Federal Communications Commission to deny radio licenses to the Lorain Journal and the Mansfield Journal, newspapers in adjoining Ohio towns and operated by the same owners. At that time this newspaper observed that "newspapers that cry 'freedom of the press' when no threat to their freedom is involved are likely to find, if a real challenge to the press arises, that they have debased their own currency." The new finding against officials of the Lorain Journal was given in a civil proceeding brought by the Government as a result of findings of fact made by the FCC in the case of the Lorain Journal and the Mansfield Journal. Judge Freed made similar findings of fact of his own and directed the Government to submit a relief decree for his signature embodying one of two possible orders to the newspaper. One would be a restraining order forbidding the newspaper to refuse advertising; the other would be an order to the newspaper to accept all advertising submitted to it.

Some habitual enemies of free newspapers will no doubt attempt to use the order as a precedent to deny to newspapers generally the right to accept or reject advertising. Under the facts as determined by the court, however, no general precedent can be argued. The order applies to a newspaper convicted of unfair methods and unfair motives. In many cases the right not to print is as important as the right to print and newspapers will continue to exercise that right. All decent newspapers reject some advertising as offensive in substance, as contrary to good public policy, or for other serious and responsible reasons.

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Louder Voice For U.N. Called Best Strategy
(Malvina Lindsay)

However good this Nation may become on the propaganda front, it will yet be up against walls of suspicion in Asia and Africa, even in Europe. Hence part of its psychological offensive could well be to help strengthen the United Nations' facilities for informing the world truthfully of international doings.

The global groundswell of armament of the mind is being felt in the U.N. The General Assembly is expected to consider expansion of information activities, including radio, films, publications, information centers and special services. * * * *

Recently on a Chicago University Roundtable program, Brig. Gen. David Sarnoff and Senator William Benton emphasized this country's interest in getting the U.N. story better told around the world by radio, television, movies. A more powerful "Voice of The United Nations" was as important as a U.N. police force, General Sarnoff said.

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Military Encourages Radio, TV To Continue Civilian Production
(Dr. O. H. Caldwell in "Tele-Tech")

The situation, as we go to press, is described in the key terms above, which mean:

The radio-electronic industry will be called upon for military production at a rate of about a billion dollars yearly from now to December 31, 1951.

This military output will be handled on a voluntary basis, without such all-out military conversion as occurred in World War II.

So huge is our industry and such has been its television expansion since V-day 1945, that only 20 to 25% of its plant facilities will be needed for the above military output.

Meanwhile manufacturers will be encouraged to keep their organizations intact and busy with civilian production of TV and radio, as contributions to (1) the national economy and (2) national morale, and (3) as a safeguard to readiness for partial or complete conversion should the war situation blacken.

On the above basis, industry leaders, after close contact and discussion with Washington military echelons, expect our industry to complete and sell in 1950 6,000,000 TV sets and 10,000,000 radio sets. This huge civilian output, it is agreed, can be carried on parallel to and simultaneously with the billion-dollar task of military production.

The billion-a-year rate of electronic military production, or about $1½ billions by the end of 1951, accounts for all radio-electronic needs growing out of appropriations now made or planned by Congress to date, including (1) Armed Forces procurement orders already placed, (2) the $10 billion supplemental bills, (3) the $4 billion foreign-aid program, and the Navy appropriation bill. However, orders placed during the 1950-1951 period may reach $2 to $2½ billions, the excess going to 1951 emergency completion or '52 carry-over.

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Claims Big Fellow Also Scrambling Hard For TV Components
("The New York Times")

One of the largest suppliers of private brand television receivers in the metropolitan area notified a large number of retail accounts (Sept. 14) that private brand manufacturing was being terminated. The move is expected to touch off a wide curtailment in the production of private brands.

The head of one of the largest of the minor companies denied that smaller manufacturers were curtailing production. He said the giants of the industry were "scrambling just as hard as the little fellows" to get components and added that they must meet huge production schedules.

A manufacturing company told a buying office that service stores merchandising the private brands that the company's volume on sets sold under its own name was so large that private brand business no longer was justified. The company also has decided that critically short components should go into its own product.

Meanwhile trade reports persist that smaller television manufacturers turning out from 350 to 650 sets weekly are being pushed to the wall because of the shortages and increasing costs of components.

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TRADE NOTES

South America's first regularly scheduled television broadcast was scheduled to begin last Monday, Sept. 18. Radio Tupy, a station of the Associated Broadcasters' chain, will present a daily two-hour schedule. Only 500 TV sets have been sold in Brazil so far, mostly to bars and restaurants.

Sparks-Withington Company and Subsidiaries - Year to June 30: Net profit, $459,083, equal to 48¢ a common share on net sales of $17,020,259, compared with a profit of $25,709 on sales of $16,809-353 in previous fiscal year.

A stipulation to discontinue certain representations concerning the Connsonata Electronic Organ has been entered into with the Federal Radio Commission by C. G. Conn, Ltd., Elkhart, Ind., which manufactures musical instruments.

The corporation stipulated it will stop representing that the Connsonata is the only electronic organ which creates an individual tone by means of a patented use of a vacuum tube or is the only one in which each tone is produced by its individual source.

Two Vancouver radio stations, CKWX and CKNW, have made formal representations to the Canadian Broadcasting Corporation for permission to enter the television field, our Commerce Department reports. Famous Players (Paramount) is also interested in a Vancouver video outlet. The Canadian Broadcasting Corporation Board of Governors, however, favors a joint application from Vancouver commercial groups which would share costs. Such a group, it is understood, would be able to expect some financial aid from the CBC. Thus far, no joint applications have been made, since those interested in TV wish to operate independent stations.

There are at present about 150 television receivers in the Vancouver area. Excellent reception from Seattle is reported. Approximately 600,000 people living within 60 miles of Vancouver would form the potential television audience.

Montreal and Toronto are the only TV stations authorized by Canadian broadcasting offdcialdom thus far, but Vancouver and Ottawa hope to obtain studios before 1952.

The Crosley Distributing Corporation in New York has named William J. O'Brien General Manager. Mr. O'Brien formerly was General Manager of the St. Louis branch of Crosley.

"Father of Radio", the autobiography of Lee de Forest is now available in the bookshops. The price is $5 and the publishers are Wilcox and Follett Co., Chicago.

A complete layout for a closed-loop theatre television system, developed at the General Precision Laboratories in Pleasantville, N.Y., will be placed before the Society of Motion Picture and Television Engineers convention in Lake Placid, Oct. 16-20. R. W. Lee of General Precision, will describe plans for linking multiple studios, remote pickup equipments, relay facilities and theatre installations.

The first in the series of Defense Bulletins, scheduled to be issued to all broadcasting stations in the United States by the National Association of Broadcasters, will be out Monday, Sept. 25.

The bulletin, scheduled for release as frequently as needed, will brief broadcasters on Government and private defense programs for advancing the cause of the nation during the time of emergency. It will contain information pertaining to defense activities from all agencies of the Government, including details on recruiting programs, anti-inflation campaigns, bond selling drives, etc. Government information contained in the bulletin will be made available to the NAB through the office of Charles Jackson, Assistant to Dr. John R. Steelman, the Assistant to the President.

The General Electric Company increased by 6 to 13 percent Monday (Sept. 18), the suggested list prices of five of its eight major appliances. Prices of garbage disposal units, portable dishwashers and automatic washers remain unchanged for the present although it is considered probable that washers will advance soon.

The company declined comment on the possibility of a price increase for television and radio receivers, but did not rule it out. The G.E. television plant at Syracuse is still out on strike.

In a statement H. L. Andrews, Vice President in Charge of the Appliance and Merchandising Division said:

"Our prices are being raised purely and simply to offset the recent increased in wages and benefits granted to our employees coming on top of the 11 per cent increase in the price of materials we use."

Works of Pulitzer Price winners will be televised in a new full-hour "Pulitzer Prize Playhouse" program on the American Broadcasting Co. TV network each Friday from 9 to 10 P.M., beginning Oct. 6.

The program is expected to be the means of overcoming annual deficits of $30,000 in the Graduate School of Journalism of Columbia University and in awarding the Pulitzer Prizes.

The two day session of the Seventh District of the National Association of Broadcasters concluded in Washington yesterday (Sept. 19) with the adoption of a resolution by the 100 broadcasters in attendance endorsing the NAB Board's plan for establishment of an independent sales promotion organization.

The nation's broadcasters, through the NAB District meetings, thus moved one step closer toward fruition of radio's "million dollar idea" -- formation of a separate corporation which will promote the greater sales of radio time on facilities throughout the nation.

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Founded in 1924

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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September 27, 1950

COY FCC, GOLDENSON, PARAMOUNT, CHAMPION PHONEVISION TEST

There were two important breaks over the week-end in favor of the Phonevision, pay-as-you-go television by telephone tests, in Chicago beginning next Monday, October 1st.

The first was last Monday, Sept. 25, when Wayne Coy, Chairman of the Federal Communications Commission, addressing the annual meeting of the National Advertisers' Association in Chicago, which sometime ago endorsed the idea, again urged a thorough tryout of the project.

The second break came when Leonard H. Goldenson, President of the United Paramount Theatres, Inc., in New York, released to the movie trade press a letter dated September 22nd, which he directed to all movie distributing and producing companies, urging that films up to now refused be provided for the Phonevision tests so that the movie industry might also study the results.

Prior to his set speech to the National Advertisers in Chicago, Chairman Coy had asked the members if there were any special questions they had in mind, he would try to answer them. One of the queries put to him was: "How does the FCC view the Phonevision experiment?"

Mr. Coy replied:

"I'm going to answer that question not as the FCC but as Wayne Coy, Chairman, reminding you that the Chairman has no more influence in the Commission than any other member. And frequently is in the minority, as I happened to be on the Phonevision matter, some six or eight months ago. In the time that has ensued, it has found me in the majority. But it's only a majority authorizing Phonevision experimentation. So that it doesn't go to the substantiative question of what we think about Phonevision, so that I must speak to you as an individual.

"I am interested in Phonevision, or any other box office approach to television for the reason that I think that every happening of importance in America ought to be available to people in their homes through the media of television: and that I have seen, for the past year -- and I now see even more clearly -- the risk that the pocketbooks of your advertisers sitting here in this room are not deep enough to pay the cost which promoters of some of these events are going to demand. And I think it becomes perfectly clear when $800,000 is paid for the television rights this year on the World Series: and I will take the maximum figure of eight million sets now in the hands of the public as the basis, and $800,000 as the price paid: and the potential for television receivers in this country is somewhere between 40 and 50 million, reasonably. And it seems to me a very reasonable figure when you think that there are 90 million radio receivers in this country. How in the world are they going to get enough dollars out of selling Gillette Safety Razor Blades to

pay what Happy Chandler is going to ask for the television rights, under the pressure of the management of the Big Leagues; the management of the individual teams; the players who want their part of it; and particularly who want to see their security in the form of their Pension Fund protected by it?

"Now, that is my concern about Phonevision, or any other television box office appraoch. I do not want to see American television in this country lose events of that kind, because I do not want the American people denied the opportunity to see them over television. More than that, I think the medium of television becomes a little less glamorous, a little less spectacular, a little less appealing, and a little less in demand by the gentlemen who pay the cost of television, if these outstanding events in America cannot be seen over television.

"I would give just as much encouragement to a union of advertisers -- and by that I don't mean a collective bargaining unit -- an Association of Advertisers, paying the cost of those events through the present entrepreneural arrangement. I would give just as much consideration to that as I would to Phonevision, but I want to see those events which are the outstanding sports events of the country, the Metropolitan Opera, the great plays on Broadway, motion pictures -- I want to see the best that we have in entertainment and culture available over television; and whether or not it is paid for by national advertisers, it seems to me that if it is there, it is to the benefit of the American public, including the advertisers who are supporting other programs on the medium. You can be very sure that the sponsors of the World Series, the heavyweight prize fights, the motion picture films are just as good promotors as are the Arthur Godfreys, Jack Bennys, Fibber McGee and Molly, when it comes to getting their dollar out of their participation in television. As long as I am a member of the Communications Commission, I am going to support any experiment which looks toward the development of a method of keeping everything that is good in America on television."

Mr. Goldenson's letter which he sent to all movie distributing and producing companies repeated his view that, in his opinion, pay-at-home television is neither feasible nor an economic method for the sale and distribution of motion pictures. However, in the ultimate paragraph of his letter, Goldenson said, "A test of Phonevision, one of the pay-at-home television devices, is scheduled to start in Chicago on October 1 of this year. It is my hope that enough pictures will be made available for this test so that all who are interested in the matter will have the results for proper appraisal and evaluation."

An official of Zenith commenting upon Mr. Goldenson's letter said:

"I consider Mr. Goldenson's request very significant because United Paramount Theatres, Inc. are exhibitors and not producers whereas his letter was sent to the distributors and the producers."

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EDITOR, BROADCASTER, TURNS POET AT NEW BEDFORD CENTENNIAL

"Of myself I can do little
A few brick by my hands perhaps,
My feet a few faltering steps.
But if I can gather and promulgate
The thoughts of men,
If I can gather congenial compatriots
And fashion their hands together --
Here indeed is a lever which can move the world.
This is the press."

- Basil Brewer

This tribute to the press by Mr. Brewer celebrating the centennial of his newspaper, the Standard Times of New Bedford, Massachusetts, could well have included the radio because of the fact that in addition to the Times stations WNBH and WFMR, he also owns WCOB, West Yarmouth, Mass., operated by the Cape Cod Standard Times, a Brewer newspaper.

One of the country's fighting editors nationally known through his former Scripps-Howard connections, the Cincinnati Post, Cleveland Press, Mr. Brewer, now publisher and owner of the New Bedford Times, is overlooking no opportunity to develop WNBH, which is already in its 29th year serving the people of Southeastern Massachusetts.

WNBH and its FM affiliate WFMR will soon be housed in handsome new studios and offices -- the finest and most modern in Southern New England. Located in the heart of New Bedford, the new edifice will contain three large studios, specious offices and lobby, and technical radio and recording equipment of the latest design. Air-conditioned throughout, the new WNBH-WFMR Radio Center denotes modernity and progress -- for the radio industry and for New Bedford.

As a part of the Centennial celebration, the New Bedford Standard Times sponsored burial of a time capsule on New Bedford Common.

By a testament deposited with a bank, the capsule is to be opened Sept. 12, 2050, or "as near that date as may be practical and possible." A copy of the 220-page Centennial Issue of the Standard-Times was among the many timely items enclosed within the copper tube.

A gathering representing all ages and ranks of life in the city heard an address by Howard W. Blakeslee, Science Editor of the Associated Press, predicting that life will be healthier, safer, longer and more comfortable and the world "more neighborly and a better place to live in" when the time capsule is opened.

Mr. Brewer characterized the ceremonies as "no idle gesture to the past or to the future, nor for the curiosity of that moment", but rather a testimonial of appreciation "to those who gave us birth and to the institutions which have made possible whatever we have done."

Referring to Edmund Anthony, who in 1850 founded the Evening Standard, with which the New Bedford Times was incorporated in 1932, Mr. Brewer recalled him as a printer who believed and proclaimed "only in union can there be strength, and only in strength can there be liberty."

To those who thought and lived as did Edmund Anthony, the publisher said, and to the deeds they wrought, the time capsule was dedicated with thanks, "and also as an accounting of the trust they placed upon us, with the hope it may not be found wanting or unworthy. The eyes of 1850 are upon us."

Mr. Brewer is now so importantly associated with New England, it is interesting to note that actually he is a middle Westerner by birth, from the great Truman State of Missouri. He was at one time editor and manager of the famous old Omaha Bee and following that editor, publisher and principal owner of the Lansing (Mich.) News.

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FORT INDUSTRY GETS THE REAL McCOY FROM FCC

There will be a familiar face missing in Washington when John E. McCoy, Chief of the Television Branch of the Federal Communication Commission's Bureau of Law moves up to be staff attorney of The Fort Industry. For the past four years Mr. McCoy has been a popular top bracket FCC official.

Fort Industry Co., of which George B. Storer is President, owns WSPD-AM-FM-TV, Toledo, and WLOK-AM-FM, Lima, Ohio; WWVA-AM-FM Wheeling and WMMN, Fairmont, West Virginia; WAGA-AM-FM-TV, Atlanta, Ga; WGBS-AM-FM, Miami, and WJBK-AM-FM-TV, Detroit, Mich.

Mr. McCoy joined FCC in March 1946 as attorney in the AM Law Branch and was promoted to Chief of the FM Branch in December of that year. He became head of the TV branch in June 1948 and in the latter capacity has been active in the current TV reallocation proceedings before the Commission.

Born in Nutley, N. J., in 1911, Mr. McCoy was graduated in 1934 from Dartmouth College and in 1937 from Yale Law School. His early legal experience was gained with Cadwalader, Wickersham & Taft, New York, after being admitted to the New York bar in 1938. He joined the Navy in 1944, serving as tactical radar officer with rank of lieutenant aboard a destroyer in the Pacific. Later he was contract termination officer for Navy at Western Electric.

Mr. Nelson, who is 42 and a native of New York, has been with FCC's legal staff since 1946. Prior to that he was with the Trial Examining Division of the National Labor Relations Board and a chief counsel in the rent department of the OPA. He received his law degree in 1930 from St. John's University, New York.

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"FCC MAJORITY WOULD POSTPONE TV COLOR DECISION IF - ", COY

It was the conclusion of Wayne Coy, Chairman of the Federal Communications Commission, at the National Electronics Conference in Chicago last Monday, Sept. 25, that "if certain conditions are met", there might be a chance of postponing a final television color decision.

"You have undoubtedly heard the Columbia Broadcasting System described as an incompatible system", Mr. Coy declared. "Indeed, most of the objections to the CBS system were based on this fact. All of the Commissioners agreed that it would be desirable to have a compatible color system if that were possible. However, the Commission was forced to conclude that no successful compatible color system had been demonstrated. Since existing receivers can be adapted to receive black and white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.

"All of the Commissioners are of the opinion that if a decision must be made now, the CBS color system would be adopted. However, five of the seven Commissioners are willing to postpone a decision, if certain conditions are met, in order to see a demonstration of a tri-color tube on the CBS system, to receive further evidence concerning horizontal interlace and long persistence phosphors and to look into certain developments in so-called compatible color systems which have occurred since we closed the hearing record to see if they meet the requirements of a color television system as set forth in the report.

"You will note I said that five Commissioners are willing to postpone a decision if certain conditions are met. These conditions relate to the so-called bracket standards about which you have been hearing so much. Briefly speaking, so far as the color problem is concerned, the incorporation of bracket standards into television receivers would enable them to receive a black and white picture from present transmissions or CBS color transmissions. You can readily see that if receivers had such bracket standards, there would not be a compatibility problem so far as the three color systems are concerned. Note that this applies only to future receivers. If bracket standards are added to receivers henceforth manufactured, the compatibility problem would stop growing so far as the field sequential system, which has been described to the Commission, is concerned. The bracket standards would provide opportunity for certain changes in standards of a field sequential color system. TheCommission could then proceed to consider the other matters which I have enumerated knowing that in the meantime it would not risk having the mere force of the obsolescence problem eliminate the only color system which has been successfully demonstrated.

"TheCommission has given the manufacturers until September 29, 1950, within which to tell the Commission whether they will manufacture receivers incorporating bracket standards. If we receive

adequate assurances on that score we will postpone a color decision and look into the developments I have already referred to. If we do not receive such assurances, we will adopt a final decision and designate the CBS system as the standard color system.

"The manufacturing industry is given a choice as to whether or not it will voluntarily adopt bracket standards at this time. We are making this choice available so that an opportunity may be presented to those people who have been coming to us after the record closed with stories of new compatible systems or improvements in compatible systems to show whether they can meet the requirements for a color television system as set forth in the report. And the opportunity for this choice is likewise available for those manufacturers who have urged compatibility to the Commission as the sole basis for adopting color television standards." " " "

"But you may ask, why is it necessary for manufacturers to adopt bracket standards in the meantime? For, you may say, if a new compatible system is developed the brackets will have been unnecessary.

"These are fair questions and I will give you frank answers. In the first place, no successful compatible color system has been demonstrated.

"In the second place, the Commission recognizes that it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system. If a lengthy hearing is held each time, then the number of receivers in the hands of the public becomes so large that as a practical matter an incompatible system cannot be adopted.

"In other words, if the Commission were to postpone making a decision on color at the present time and proceed with a further hearing, without having assurances as to brackets being incorporated into receivers, we would be inviting a situation where at the end of such hearing, fundamental defects might still be present in the compatible system but the incompatible system could not be adopted because the number of receivers in the hands of the public would have increased tremendously. We have a color system before us today -- the CBS system -- which all Commissioners feel is suitable for adoption. We all believe that color is an important improvement in broadcasting. We are willing to postpone adopting the CBS system for the time being if the industry by adopting bracket standards will make it possible to give color to the American people if the new or improved compatible systems should fail to meet the requirements of the Commission, as have all compatible systems in the past. We are unwilling to postpone adopting the CBS system if the manufacturers do not build receivers with bracket standards, for, in that event, we would be inviting the risk that if the compatible systems failed again, we would probably not be able to adopt the CBS system.

"In the third place, two developments were demonstrated during the hearing that hold real promise for improving resolution in black and white pictures. These are horizontal interlace and long persistence phosphors. More work is needed before a final answer can be given concerning these techniques. If they are successful, a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black and white pictures because so many sets would be outstanding and incapable of operating on the new standards.

"These bracket standards are insurance that if the Commission postpones a color decision now, it will not be precluded from making color available to the American people. They are also insurance that if techniques presently being developed are successful in making better resolution possible in black and white pictures, the Commission will be able to make this improvement available to the American people."

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MOBILE RADIO STATION SENT TO KOREAN FRONT

A complete mobile station for handling various types of radio communications has been assembled and dispatched to the Korean fighting front, according to an announcement made by Harry C. Ingles, President of RCA Communications, Inc.

Operation of this RCA station in Korea will relieve Army facilities of much of their burden of important press, government, and personal messages that they must currently handle, and will make it possible for men in front-line forces to communicate with their families by direct radiotelegraph service, Mr. Ingles said. The unit, assembled at the request of the U. S. Armed Services, includes facilities for radiotelephone, radiophoto and voice program service, as well as regular telegraph service.

The mobile unit has been housed in Army-type trucks and trailers that can be quickly moved to meet Army requirements. Sixteen radio operators and technicians will provide continuous, 24 hour service for handling radio communications direct with San Francisco, and, via this route, to other countries.

During World War II, RCA Communications operated three radio-telegraph circuits for troops in the European Theater. Terminals for these circuits were housed in mobile vans which moved forward from Africa to Berlin with the Army headquarters to which they were attached.

Similar units were sent to Manila, Okinawa, and Korea. Such equipment, by providing battle-front troops with rapid communications for personal messages to and from their families, were found to be valuable morale builders, and, by handling press and government messages also, they relieved Army communication channels of non-military traffic.

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ARMSTRONG CRACKS AT "PEANUT" AVIATION POWER

Higher power for aviation transmitters was urged by Dr. Edwin H. Armstrong, pioneer radio inventor, in a letter to the Radio-Television Manufacturers' Association Receivers Committee, with copies to the FCC. "Why", demands Dr. Armstrong, "is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 watts -- just about a quarter-horsepower, -- when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from

ground transmitters to over-ride even chance radiations from damaged FM or TV sets or diathermy sets out of control. Equal lack of foresight came to light a few years ago when planes were provided with superheterodynes for instrument landing operation with insufficient image rejection against FM transmitters in the center of the band."

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BOSTON EDITORS GO INTO THE SPONSORED TV BUSINESS

Although not usually seen working that side of the street, four Boston newspaper editors are putting on a weekly television news show. Furthermore they have dug up a sponsor for themselves.

The telecast has been slugged "Starring the Editors" and Erwin D. Canham, editor of the Christian Science Monitor is moderator. The participants are John H. Crider, editor-in-chief of the Boston Herald; John Griffin, Sunday editor and columnist of the Boston Post and George Brady, chief editorial writer and columnist of the Hearst newspapers in Boston.

Each Tuesday, Mr. Canham mails to the Board members a list of topics which he proposes to bring up on Sunday's show. The editors meet a half hour before show time when they go through a technical rehearsal with the camera crews, sound engineers, and other specialists. By 4:30 they are ready for their first cue.

Opening the first program two weeks ago, Mr. Canham pointed out that according to the best traditions of journalism the discussion was to be a frank exchange of views on the news. The audience, he said, should not expect a polished performance because the half-hour was a plain "off the cuff" expression of opinion.

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ADDS MOBILITY TO HST DREW PEARSON SOBRIQUET

Senator William Jenner (R), of Indiana, called commentator and columnist Drew Pearson a "revolving S.O.B." last Saturday, Sept. 23, because of an attack he said Pearson made on him.

Addressing the Senate, Senator Jenner quoted Pearson as saying he was "put in the Senate" by the former treasurer of the Ku Klux Klan in Indiana, Bob Lyons".

When Pearson heard about Jenner's remarks he said the Senator apparently could dish out criticism but couldn't take it.

Jenner said Pearson made the attack because of the Senator's criticism of Defense Secretary George C. Marshall.

"This Drew Pearson", Jenner said, "is a self-appointed, self-made, cross t'd, dotted i'd, double-documented super-superlative, revolving S.O.B."

In a statement to reporters, Pearson later said:

"After launching one of the most unfair attacks at General Marshall ever aimed at a public figure, calling him 'a living lie', and 'a front man for traitors', Jenner now rants, raves and winces when his own operations are exposed. A hit dog always howls."

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TROUBLE SEEN IF "LORAIN"-WEOL PRACTICES FOLLOWED

Wayne D. McMurray, President and publisher of the Asbury Park Press, in an indirect reference to the Lorain (O.) Journal-WEOL case at a meeting of the Interstate Circulation Managers' Association at Asbury Park, N.J., Sept. 17, said "We cannot deny service to advertisers because they use competing mediums."

Federal Judge Emerich B. Freed in Cleveland Aug. 29 ruled that the Lorain Journal and its publishers were "guilty of attempting to establish a monopoly by bold, relentless, predatory commercial behaviour."

The Government last Spring brought the unprecedented suit against the Journal charging that the newspaper had violated the Anti-Trust Act by conspiring to prevent advertisers from using facilities of the opposing Lorain Sunday News or radio station WEOL of nearby Elyria, Ohio.

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CBS LEASES FOURTH N.Y. THEATRE FOR TV

Columbia Broadcasting System has leased Loew's Lincoln Square Theatre at 1947 Broadway (between 66th and 67th Streets), to accommodate the studio demands of the network's Fall television program schedule.

The Lincoln Square, built in 1905, served first as music hall, then as a vaudeville house and more recently as a movie theatre. To transform it into a television studio, extensive renovation will be necessary, including installation of TV lights on the large 39x68 foot stage, construction of camera ramps and a modern air-conditioned TV control room, and rehabilitation of the theatre's dressing, wardrobe and make-up rooms. This job is scheduled for completion Oct. 6.

The theatre, which will be used primarily for variety and musical shows requiring studio audiences, will have a seating capacity of 750. It represents the fourth such acquisition by CBS in the past three months. The others are the former Peace Houst at 109th Street and Fifth Avenue (now known as CBS-TV Studio 57), the former Town Theatre at 55th Street and Ninth Avenue (CBS-TV Studio 58), and the former Mansfield Theatre on West 47th Street (CBS-TV Studio 59). The Lincoln Square will be identified as CBS-TV Studio 60 and will raise the total of CBS-TV studios in New York City to 13.

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WALTER GIFFORD, A.T.& T. EX-PRESIDENT REPORTED LONDON ENVOY

Walter Gifford, former President of the American Telephone & Telegraph Co. was mentioned Tuesday night (Sept. 26) as having been selected by President Truman to succeed Lewis W. Douglas, who has just resigned as Ambassador to Great Britain on account of a serious eye injury. Mr. Gifford told The Washington Post by telephone from his New York home: "I can't discuss that. You'll have to get that from Washington."

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SYLVANIA OFFERS SCREEN CHEMICALS FOR COLOR TV TUBE DEVELOPMENT

Two groups of fluorescent powders for the development of color television picture tubes which are suitable to several types of electronic color TV systems now being considered have been announced by the Tungsten and Chemical Division of Sylvania Electric Products, Inc., according to Dr. Elmer C. Larsen, Chief Engineer.

Dr. Larsen said that the two groups of TV color phosphors, which are now available in engineering sampe quantities, include sulphide and oxide types in the three basic TV colors: red, green and blue. The oxide powders are relatively fine texture while the sulphides are of about the same particle size as those now used in standard black and white picture tubes.

"The development of suitable red phosphor material", Dr. Larsen commented, "has hitherto presented a problem. Conventional red phosphor mixes have lacked color depth due to relatively low brightness obtained and excessive light output in the green and blue region. A new red phosphor which we are now making available for color tube development is a manganese activated zinc phosphate. It represents a marked improvement over powders hitherto available."

The new groups of color TV phosphors now being supplied by Sylvania are being made available to stimulate exploration of various types of screen material pending standardization of TV color techniques by the radio-television industry. As soon as these industry standards are established Sylvania's Tungsten and Chemical Division plans to have color TV phosphors available in commercial quantities.

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PROJECTIONISTS COMPLETE RCA TRAINING COURSE IN THEATRE TV

Closing exercises of a special Theatre Television Training program, sponsored jointly by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators and the RCA Service Company, Inc., were held in New York Friday (Sept. 15). Thirty motion picture projectionists, from all over the United States, were awarded certificates of accomplishment by E. C. Cahill, President of the RCA Service Company.

The training course, said to be the first ever offered for instruction in this new field, was conducted by the RCA Service Company with the collaboration of RCA engineers who designed and developed the theatre television equipment now being installed in a number of the nation's leading cities.

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BELL SYSTEM TO EXPAND TV NETWORKS BY 50%

The Long Lines Department of the American Telephone and Telegraph Company, which provides inter-city channels for the television broadcasting industry, will make a 50 per cent increase September 30 in the number of cities connected to its TV networks.

This expansion, largest since the eastern and midwestern TV networks were joined in January 1949, will add 14 cities to the present 28-city networks and, for the first time, carry live network television as far south as Jacksonville, Fla., and as far west as Omaha, Neb.

The route extensions will give network service to 19 more television stations covering areas populated by about 12 million people. The present Bell System network serves 54 stations in areas populated by about 60 million people, according to estimates in the industry. Latest estimates indicate that on September 30 better than 80 per cent of the nation's seven and one-half million television sets will be in range of live network broadcasts.

The additional routes, in some areas coaxial cable and in others radio relay, will raise total channel mileage to about 17,000, an increase of more than 4,000 miles.

Five of the new network cities are in the southeast -- Greensboro and Charlotte, N.C.; Jacksonville; Atlanta, Ga.; and Birmingham, Ala. Two are in the central area -- Indianapolis, Ind., and Louisville, Ky., and seven in the west central area, including Rock Island, Ill., Davenport and Ames, Ia., Omaha, Neb., Kansas City, Mo., and Minneapolis and St. Paul, Minn.

The five southeastern cities will be joined to the network by means of coaxial cable. To provide this service, Long Lines added special equipment to an existing coaxial cable which will also continue to carry telephone messages.

Network service will be fed to Indianapolis from Dayton, O. by radio relay. From Indianapolis the service swings south to Louisville over coaxial cable.

Network service to the area west of Chicago is made possible by the completion of the new radio relay route from that city to Omaha. This route is an extension of the New York-Chicago radio relay route which went into regular service on September 1st.

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Bringing the public up to date on fast-changing developments in the television world paid dividends for the Los Angeles Mirror's 1950-51 TV and Radio Preview section of 32 pages recently.

A total of more than 24,000 lines of local retail and studio advertising comprised 70% of the contents, including 14 full pages, center spread and one double truck. Split pages accounted for 5,000 lines.

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TO FIGHT REDS BY WRITING TRUTH; ADMIRAL STONE HEADS NEW GROUP

To counteract Communist propaganda in Europe and Asia, 35,000,000 Americans of the first and second generations will be urged to present an undistorted picture of conditions here in letters to relatives and friends overseas.

The Common Council for American Unity, with a thirty-year history of work with new Americans, announced in New York that Rear Admiral Ellery W.Stone, President of the American Cable and Radio Corporation, had been named to head a $250,000 fund-raising campaign to support the council's "Letters from America" program.

At a conference in the Willkie Memorial Building, 20 West Fortieth Street, Admiral Stone said that the money would be used to distribute material in twenty-two languages, including Russian, to persons of foreign extraction in this country, encouraging them to combat Communist propaganda by discussing current issues in their letters abroad.

Admiral Stone asserted that letters were immensely superior to officially sponsored radio programs such as the Voice of America because they were free of the stigma of Government propaganda.

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INDUSTRY WOULD DO OWN HOUSECLEANING ON RADIO, TV SERVICEMEN

The Radio-Television Manufacturers' Association last week went on record opposing public regulation in any form of television and radio service men. The Executive Committee of the group's Set Division at a meeting in New York City voted overwhelmingly to take concrete action to answer effectively interests calling for such regulation, particularly in New York.

Prior to the vote on adoption of an official policy of opposition to public regulation of service men, several members of the committee reported that a "solid front" of all industry segments concerned favors this policy. Manufacturers, distributors and service men all are certain that "the industry itself can do a better job of policing than any municipal regulation or municipal body", the Committee was told.

Representatives did not say what concrete action will be taken to eliminate criticism of present servicing facilities. They intimated, however, that manufacturers, distributors and many service men will cooperate in a program to be drawn up to eliminate unethical service operators.

The Set Division Executive Committee authorized wide distribution of a forthcoming report of the effect of television broadcasting on gate receipts of organized baseball. The report is now in process and will be released immediately after the World Series by Jerry N. Jordan. Mr. Jordan issued an earlier report contending that television increased box office figures in virtually all amateur and professional sports.

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SCISSORS AND PASTE

Marconi Gave N.A. Broadcasting Conference Official His Start
(Bill Brinkley in "The Washington Post")

Commander Charles P.Edwards, Deputy Minister for Air of Canada, got his start in life when Marconi's batteries ran out of juice.* * *

A down-to-earth man of 64 with twinkling blue eyes, Commander Edwards will be in Washington for four weeks or so as Chairman of the North American Broadcasting Conference.

The Conference is a gathering of seven North American countries with a Solomon's task. It tries to assign 108 regular-band frequencies among 3000 stations so as to cut international static and other air interference to a minimum. * * *

Commander Edwards' experience spans the virtual birth of the industry, under his boss Marconi, to the age of television and the Lord knows what beyond. From Wales young Charles had come down to Chester in England to enter technical school. The century had recently turned a corner and a man named Marconi was doing strange things.

"Word came to Chester", related the Commander, "that Mr. Marconi was going to make a demonstration there for the War Office. He wanted to sell them some portable wireless sets. Well, into Chester came two of Mr. Marconi's engineers and set up their apparatus. They went about it then discovered their batteries were not charged."

So someone told Mr. Marconi's men that there was a young fellow over at the technical school who could take care of those batteries and right proper. That he did, too.

Passed two years and young Charles pulled stakes looking for fairer and bigger game than Chester afforded.

"I packed my trip and went down to London."

And went right up to see: who but Mr. Marconi?

"You're the young man who charged the batteries!" said Mr. Marconi.

That he was, and young Charles was in. He became a junior engineer with the Marconi Wireless Telegraph Co.

When Marconi set sights on the new world young Charles went along to Montreal and the Canadian Marconi Co. In time he went with the Canadian Government as Superintendent of Radio, worked his way up to Deputy Minister of Air of Canada's Department of Transport.

The Commander's experience, needless to say, is invaluable in the Conference, where representatives of Cuba, Mexico, the British West Indies, the Dominican Republic, Haiti, Canada and the U.S. sit down to make things more useful for everyone on those 108 frequencies.

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Jebb And TV Are Fine U.N. Team
(Drew Pearson)

After a month of watching sourpuss Soviet Delegate Malik rant, rave and stymie the U. N. Security Council, the American television-viewing public is getting a great kick out of a gentleman who

is exactly the opposite - Sir Gladwyn Jebb, Chief of the British U.N. Delegation and now Chairman of the Security Council.

Sir Gladwyn's firmness in putting Malik in his place, his precise, masterful manner and his obvious friendship for the United States of America has done more to improve British-American relations than anything since V-E Day.

Were it not for television the American public could not have received the same visual proof of Jebb's operation. As a result they rate him along with Joe DiMaggio and Hopalong Cassidy - at least in the New York metropolitan area.* * *

Every good drama needs a villain, and Malik obligingly volunteered to play that part. No one from Broadway or Hollywood could have played it any better. He stepped right up to the footlights, though he didn't have to get into the act at all, and gave his television audience all the thrills of Hairbreadth Harry and the Perils of Pauline.

Result: Television users all over the Eastern part of the U.S.A. were glued to their sets every afternoon that Malik was acting.

Now comes Sir Gladwyn, the debonair and popular hero, the man who rescues the U.N. from the clutch of Comrade Malik. No wonder he has become like Hopalong Cassidy or Joe DiMaggio.

Born April 25, 1900, Jebb has seen 50 years of tumultous times, including two world wars. But he does not think another is inevitable. He recalls that in the late 30s, he felt sure war would come. But now he feels the Soviets are not ready, and never will get to the point of readiness so long as the Western world continues its rapid movement toward joint defense.

And he seems to be aware that the television cameras play their part in this effort. When the bright lights go up, in the Council chamber at Lake Success, Jebb winces inwardly and wonders if some members will now ask to speak who had no intention of speaking.

But outwardly, he shows no sign of displeasure at a modern medium which is accomplishing what the European powers failed to accomplish in the days of the League of Nations.

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Something For the "Voice" To Say
(Walter Lippmann)

This is the message that the Voice of America should carry to mankind. It should say that we shall defend not only our country but the great community from which we sprang and to which we belong. Its peace and security are our peace and security. Beyond that community we seek only mutual advantage, honest influence, and friendship. We do not seek dominion in Asia. Nor shall we degrade ourselves and disgrace ourselves forever by seeking our own security at the expense of the civilization to which we belong.

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What A Mess 48 States Could Make Of TV Censorship
("Editor & Publisher")

Fortunately, Pennsylvania television stations successfully defeated efforts of the State Board of Censors to submit all films for inspection prior to use on the air.

Imagine the red tape and turmoil on future television networks if 48 States decided it is in their power to censor all films shown on the air within the State!

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TRADE NOTES

In the exciting renomination recount in New Hampshire where veteran U. S. Senator Charles W. Tobey (R), beat his opponent Wesley Powell, World War II veteran, age 34, by only about 1000 votes, Sen. Tobey is expected to personally scrutinize the proceedings.

The George Burns and"Gracie Allen Show" premieres on CBS television Thursday, Oct. 12 (CBS-TV, 8:00 P.M., EST). The program will be seen on alternate weeks, with the first three broadcasts in the series originating in New York.

Scott Radio Laboratories, Inc. - Quarter to Aug. 31: Net profit $41,074 or 10¢ a share on 419,080 capital shares, contrasted with net loss of $51,287 for August quarter a year ago; net sales $542,774 compared with $79,232.

A new device "Stenafax" is being offered to broadcasting stations, newspapers, and others using mimeograph machines by the Times Facsimile Corporation, a subsidiary of The New York Times.

The Stenafax automatically makes exact stencils of graphic material in six minutes. These stencils, of special plastic material, are used on any standard mimeograph machine. In a test, 21,000 cards were mimeographed from a stencil, still good.

Industrially designed by Henry Dreyfus, the machine was developed by Times Facsimile Corp., makers of facsimile communications equipment.

The corporation plans to manufacture the machines with a production capacity of 100 each month. Cost of building the machine is approximately $1,000. A. G. Cooley, Manager, said it is probable the machines will be leased instead of sold outright.

Verdi's "Don Carlo" opening the 1950-51 season of the Metropolitan Opera Co. Monday, November 6, will be televised and Saturday matinee performances will be broadcast over the ABC net under sponsorship of the Texas Company.

After being in business for approximately 8 weeks, Tempo, Inc., producers and distributors of a new departure in specialized background music has signed its 35th contract.

The latest subscriber is Weaver Bros., Inc., one of the largest realtors and mortgage bankers in the Washington area. Other subscribers to Tempo music in the D.C. area include the Interstate Building Association, Hammel's Restaurant and LaSalle DuBois, a restaurant.

Affiliated with Functional Music, Inc., Chicago, a Marshall Field enterprise, Tempo, Inc. began operations in Washington about two months ago under the direction of Harry A. Gale, President, and Ben Strouse, Vice President, who is also vice-president of Station WWDC.

Tempo is a new service of programmed background music for industry, offices, hotels and restaurants. Based upon a newly developed electronic device, Tempo, Inc. is able to provide the service at a minimum cost within a 75-mile perimeter of Washington.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1949

October 4, 1950

CHI. THEATRE TV FLOPS; 35,000,000 SEE IRISH GAME FOR FREE

Although little attention seems to have been given to it in other parts of the country, Chicago has been furnishing some interesting data with regard to television sports broadcasts.

One was the complete flop by two theatres last Saturday (Oct. 1) in the first showing of paid admission football television in Chicago. This was undertaken by the State and Lake Theatre, one of Paramount's best known downtown Loop theatres and one of their largest, and also the south side Tivoli. The game was between Illinois and Ohio football teams. It was the kickoff of the closed circuit theatres broadcast of the Big Ten football games.

Paid attendance at the State-Lake was reported by Larry Wolters, television editor of the Chicago Tribune as about 1,500. The capacity of the theatre is 3,000. Attendance at the Tivoli (capacity 3,400) was even less, only 600.

Accounting for this, several facts had to be taken into consideration. The Illinois-Ohio game is not a popular game and on free television in direct competition were the Notre Dame and Army games.

The Big Ten has banned telecasting of its football games until its effect on attendance is determined. The conference, however, has permitted theater television on a limited scale.

In Detroit, 2,000 people saw the theater version of the Michigan-Michigan State game. The theater has a 4,000 seating capacity.

On the other hand, Mr. Wolters estimated that an audience of 35,000,000, the biggest to date to view a football game saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago and the DuMont network at the same time last Saturday as the paid theatre experiment was going on.

Forty-six stations, extending from Minneapolis to Jacksonville, Fla., were linked up for the most extensive coverage of football up until now.

More food for thought about the economic side of sports television came from Chicago when Edward Burns of the Tribune Press Service, who was at the Louis-Charles fight, wrote: "A crowd of 22,357 who apparently did not have access to television devices, paid $205,370 to view the event at first-hand. It was estimated that twenty-five million saw the show via television."

Commenting upon this, E. F. McDonald, Jr., President of the Zenith Radio Company, said:

"And don't forget, that everybody on TV had a better seat than anybody at the fight stadium. I understand from someone who was at the fight, that one-third of the seats were empty. Here is the case of the fight promoters getting $205,000 from the box office at the arena and $140,000 for the television and radio rights. The balance is shortly going to shift and the radio and television rights for great national events is bound to exceed by far the gate receipts at the arenas."

Commander McDonald was so impressed by the fight figures that he addressed a letter to former Senator "Happy" Chandler, which read in part as follows:

"As High Commissioner of the "Great American Game" with $975,000 added to your gate receipts come rain or shine, you should be having no trouble at all these days in living up to your most appropriate nickname. If my figures are correct, you have in one year quadrupled the Series' take from television and have built up your 'sideline' broadcast jackpot to 86% of last year's total gate receipts from all five World Series games. Nice going!

"Now the question is, 'Where do you go from here?' How are you going to get the maximum yield for your clubs and your players next year and in years to come? Whatever happens, it looks like the 'World's Serious' is getting too expensive to give away 'free' on a video screen. * * * *

"Advertising Age speculates on figures of $1,000,000, $1,500,000 or $2,000,000 for TV rights to next year's Series, and gloomily predicts that such box-car costs will price 'even the biggest and most venturesome advertiser out of the market.' Then Advertising Age foresees the theater owners, with their paying box office, taking over and putting televised Series games into their theaters. * * * *

"The potential yield from advertisers or theater television is great, but it is minor compared to the possibilities that can be opened by box office television in the home. Consider:

"Last year some eight million people watched the Series over about two million television sets. Your take from the advertiser for TV rights was $200,000.

"This year the sponsor's $800,000 will enable more than 20,000,000 people to watch the Series games on the screens of some five to six million TV receivers. That is big money, but it is only about fifteen cents per set, for all of the games, and it is just about the maximum in advertising costs that a sponsor can afford to pay. Moreoever, it is small change compared to what the public would gladly pay directly to see the Series broadcasts if they were presented by pay-as-you-see television in the home instead of by advertising sponsorship.

"It is a reasonable assumption that in five years there will be from thirty to forty million television receivers in American homes and offices, all of which will be within range of television

transmitters hooked into the national networks. Suppose you were to put a box office on television, charge a fee of, say, $1 per game to every television set tuned to the Series, and assume your share to be roughly 50%. I don't need to compute the staggering box office potention that this will offer you; it would loom as even more fantastic than $800,000 for TV rights would have sounded last year."

Commander McDonald said Tuesday (Oct. 3)that Zenith has postponed the starting date of its Phonevision test (television in the home by telephone) in Chicago until November 1st and has asked the FCC for permission to continue the test through the month of January. He said that the postponement was prompted by two considerations: "First", he said, "we do not yet have enough good film to conduct the test properly through its full schedule of 90 days. Refusal by most major motion picture producers to rent us film for this test has deprived us of the type and variety of features we need to make it truly representative, and to make sure that each of the 300 participating families gets a dollar's worth of entertainment from every Phonevision program seen."

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LANGMUIR TO BE HONORED IN G.E. HALF CENTURY LAB CELEBRATION

When the nation's first industrial research laboratory, the General Electric Research Laboratory, celebrates its 50th anniversary Monday, October 9th, with the formal dedication of a new home near Schenectady, N. Y., outstanding honor will be paid to Dr. Irving Langmuir, whose early work in electronics made possible the high-power electron tube used today in radio.

"Not only does the scientist not need to promise in advance what will come of a research project, but often even, even after it is done, it is still not clear where and how it will be applied", Dr. C. G. Suits, G.E. Vice-President and Director of Research, pointed out discussing the development of the present day laboratory. "Thus Langmuir's work on high vacuum led to the high vacuum, high-power electron tube, which eventually made possible reliable radio communication over long distances and modern applications of industrial electronics, as in heating methods. Similarly, his studies which led to atomic hydrogen welding opening up a new industry, though this was not apparent when the work was being done.

"Freedom works both ways. Because of the freedom, like that afforded Langmuir in the instances cited, the company became more diversified. On the other hand, the more diversified it becomes, the more freedom can be given.

"Investigations into the atomic nucleus which are now being carried on in the Research Laboratory are a good example of present work of which the outcome is quite unpredictable", says Dr. Suits. "The same is true of project Cirrus, which is entirely exploratory in nature."

"Cirrus" is leading to new knowledge of weather phenomena and eventually may make possible significant modifications of weather conditions.

One of the laboratory's early achievements came in 1908 when Dr. William D. Coolidge, later to become the laboratory's Director, produced tungsten metal in ductile form. This led, in 1910, to a sturdy tungsten incandescent lamp, practicable for general use.

Starting in 1900 the General Electric lab used a barn, behind the home of Dr. Charles P. Steinmetz. After a few weeks, the barn burned down, and they moved to a building in the company's Schenectady Works. This was the first of a series of buildings within the works, culminating with two especially planned for the laboratory, built in 1912 and 1925.

Following World War II, as these facilities became increasingly inadequate, a private estate known as The Knolls in nearby Niskayuna and about five miles from the plant, was acquired for a new laboratory home. About half the staff moved there in the Fall of 1948, with completion of the first section. The rest of the main building, and various supplemental structures, are now completed.

The laboratory's two-man force of the year 1900 has now grown to about 850, of which about a quarter are scientists and the rest technicians, mechanics, and office personnel.

"New subjects of investigation generally come from the members of the staff, and are not dictated from above", Dr. Suits concluded. "However, it is the job of the Director to see that important fields are not neglected, and that they are studied even when not very glamorous. An example is work on methods of light production. Even a one per cent increase in the efficiency of a phosphor used in fluorescent lamps would result in a saving to the U. S. public of about $20 million each year. Thus, some laboratory activity must be channeled into fields that are important to the company, but even here the research man has freedom in the way he attacks the problem."

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MRS. ROOSEVELT TAKES OVER MARY McBRIDE'S RADIO TIME

Mrs. Franklin D.Roosevelt will replace Mary Margaret McBride on WNBC beginning October 11, the National Broadcasting Co. announced this week. The new program will be devoted to interviews with prominent persons, and chats on subjects pattered for women listeners and will be heard Mondays through Fridays from 12:30 to 1:15 P.M. Mrs. Roosevelt's son, Elliott, will be announcer for the program.

(Ed. Note. Variety stated it is estimated that Miss McBride will earn about $300,000 a year under the deal worked out for her by ABC where she is moving to, taking along all of her 19 clients, Oct. 9)

Miss McBride had decided to leave WNBC, it was said, because "a portion of her air time had been sold inadvertently", and she had wanted the 1 to 2 P.M. spot regularly.

Mrs. Roosevelt this week resumed her Sunday afternoon NBC-TV show, "Today With Mrs.Roosevelt", which is generally devoted to discussions of political issues. The air time is 4 P.M.

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PRESIDENT'S BROADCASTERS ADVISORY COMMITTEE APPOINTED

A Broadcasters' Advisory Council to assist the Government during the current emergency has been organized, Justin Miller, President of the National Association of Broadcasters, reported to President Truman in a letter Tuesday (Oct. 3).

Formation of the Council was completed at a meeting in the Waldorf-Astoria in New York last Monday night. The Council was formed as the result of a request to the NAB by Dr. John R. Steelman, the Assistant to the President, that the Association organize the industry in such a manner that it would be "immediately available" in the event of need.

The Council, Judge Miller told President Truman, includes in its membership, besides the NAB President; Robert C.Sprague, President of the Radio-Television Manufacturers' Association; J. R. Poppele, President of the Television Broadcasters' Association; Richard B. Hull, President of the National Association of Educational Broadcasters; the Presidents of four of the networks: Frank White, Mutual Broadcasting System; Joseph H. McConnell, National Broadcasting; Frank Stanton, Columbia Broadcasting System; Robert E. Kintner, American Broadcasting Company; and Mortimer W. Loewi, Director of the Dumont Television Network.

Charles R.Denny, Jr., Executive Vice President of NBC, will act as alternate for Mr. McConnell, and Chris J.Witting as alternate for Mr. Loewi, with other alternates to be designated.

Approximately ten broadcast station operators, to be named by Judge Miller who was elected Chairman of the Council, will complete the roster of nineteen members.

It is anticipated, Judge Miller said, that the Council membership may be expanded from time to time by majority vote of the Council if need arises in particular situations.

At this first meeting the Council members did not go farther than to agree upon a broad outline of organization; establishing as the Council's first objective the representation of all segments of broadcasting, so that they may be brought together expeditiously upon Government request for action.

Present at the New York dinner meeting were: Judge Miller, Mr. Sprague, Mr. Poppele, Mr. White, Mr. Denny, representing Mr. McConnell, Mark Woods, Vice Chairman of the Board, ABC, Mr. Witting, representing Mr. Loewi, and Mr. Earl Gammons, Vice President of CBS.

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Radio Free Europe expanded its broadcast to persons behind the Iron Curtain to seven and one-half hours daily on October 1, Director Robert E. Land said yesterday, October 3.

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REGRET AT RETIREMENT OF LEW WEISS, RADIO, TV PIONEER

The retirement of Lewis Allen Weiss, Chairman of the Don Lee Network at Los Angeles, one of the oldest radio and television executives in point of service and one of the highest paid, brings with it general regret. There are those who predict that he will be back, that he will not be able to keep away from a great industry in which he has done so much to make and in which he has been so successful. Born in Chicago in 1893, there is still time for Mr. Weiss to again be heard from in a big way and there is no doubt but that he will.

Mr. Weiss said he was leaving the Don Lee Company which he joined in 1930, to clear the way for the new owner and to look after other business. Mr. Weiss was the first man from the Pacific Coast ever to head one of the country's four transcontinental networks. Mr. Weiss succeeded Alfred J. McCosker as Chairman of the Mutual Broadcasting System in 1947. With the exception of Mr. Paley up to that time, Mr. Weiss was also the youngest net Chairman.

Mr. Weiss was graduated from Chicago-Kent College of Law in 1915. Subsequently he enrolled in the University of Southern California where he majored in Economics. Not many are aware of the fact that he was a Captain of Cavalry in the Regular Army in the 1st World War, Commander of the famous "Black Horse Troop", 4th U.S. Cavalry, and is a past Commander of the Military Order World Wars.

Before joining Don Lee, Mr. Weiss was an advertising executive with the Hearst newspapers for four years. He suggested to Will Rogers the idea that the latter use an alarm clock in order to close his broadcasts on time.

Mr. Weiss built up the Don Lee net from 16 to 45 stations. He was the television pioneer of the West Coast.

Mr. Weiss was also President of the Los Angeles Chamber of Commerce, Los Angeles and Hollywood Advertising Clubs, Director of Hollywood Chamber of Commerce, Rotary Club of Los Angeles, Merchants and Manufacturers' Association, all year Club of Southern California, and Advertising Federation of America. He is also a member of the University Club of Los Angeles, Delta Theta Phi and Alpha Delta Sigma. He recently completed duties as member of Board of Municipal Airport Commissioners. As a public speaker, Mr. Weiss is rated with the highest classification accorded by Rotary International.

Come what may, Mr. Weiss hopes first to enjoy a good long, and what would be a well deserved, vacation.

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HANSEN, WTOP WASHINGTON, FOUND DEAD

Vern Hansen, 39, an announcer for radio station WTOP, of Washington, D. C., was found dead in his apartment in nearby Arlington, Va. by his wife, Mrs. Jane Hansen.

Arlington police who investigated said Mr. Hansen left no note. They reported his wife told them he had been under the care of a doctor for the past two weeks.

Mr. Hansen, a native of Racine, Wis., joined the Washington staff of WTOP-CBS in 1942. He left shortly to become a presentation editor with the Office of Strategic Services. Among his assignments was narration for "Organization of the Army", a film for soldiers.

He returned to WTOP in October, 1943. Since that time, Mr. Hansen has been on such programs as "The Factfinder" and "News at High Noon". He also was the Washington reporter for "We, The People".

Mr. Hansen was a graduate of the University of Wisconsin in the class of 1933. During his college days he did radio work for the University station, and on graduation joined the station's staff as a full-time announcer.

He remained at this post for three years. In 1936 he took a job with a Chicago station, and remained there until coming to Washington. He married Jane Elizabeth Wood in 1939. His wife is graphic editor for the Red Cross in Washington.

Mr. Hansen who considered his popular "Quizzdown" show one of his most interesting assignments, was the WTOP reporter who stopped a show to announce the death of President Franklin D. Roosevelt in 1945.

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VAST TV EXPANSION DEPICTED IN PROGRESS REPORT

The record expansion of the television industry on all fronts during the first half of 1950 is pictured in detail in a special "TV Progress Report" just published by the Television Broadcasters' Association, Inc. The condensed, factual report covers all the major facets of the TV industry, presenting detailed data and statistics on the following: TV stations, networks, set production, audience, market areas, business and advertising.

While the TBA Report is essentially a review of the first six months of 1950, much of theinformation is extended to September 1 and, in the case of network facilities, projected to October 1st. Thus stations, networks, advertisers and agencies will now have available a unique reference guide with station, network and market information both in interconnected and non-interconnected TV areas, that will remain up-to-date for many months beyond publication of this report.

Prepared and edited by Richard Ives, TBA Public Relations, under the supervision of TBA-Secretary-Treasurer Will Baltin, the "Progress Report" is being made available to non-Association members at $1.00 per copy.

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CRITICAL SHORTAGE SEEN IN TV, RADIO TUBES

A critical shortage of replacement tubes for radio and television receivers has been growing steadily worse in recent weeks. Amateur technicians who like to make their own repairs sometimes must go from store to store in a hunt for the right tube to put their sets back into operation.

Confirmation of this shortage was obtained yesterday, Oct.3, it was said by Val Adams of The New York Times in a check of retail radio shops and a repair men's association. "The lack of replacement tubes for the general public apparently is a result of increasing demands by television set manufacturers, military needs and stockpiling", Mr. Adams writes. "There is no shortage, however, of cathode ray picture tubes for television sets."

Fifty per cent of the replacement tubes most commonly needed in repairing sets are difficult to obtain, reported Max Liebowitz, President of the Associated Radio-Television Servicement of New York, Inc. "Repairs are held up for a very long time", he said, "and people don't understand why it takes so long to get their sets back."

Mr. Liebowitz, complaining of the plight of the independent service men, said that some distributors allocate whatever tubes they may have to retail dealers, rather than the repair men. He added that service men who do not have strong contacts with the sources of supply are hard pressed to fulfill their repair jobs.

Samuel Simon, owner of the Grand Central Radio Shop at 124 East 44th Street, said that some television manufacturers were offering to buy back tubes from dealers at list prices so as not to delay delivery of their sets to market. A set maker who could produce a particular tube for forty cents will offer the retail price of $3 to get it back from the dealer, said Mr. Simon.

The extremely low odds of being able to obtain any replacement tube is clearly borne out by August production figures, the latest report, which showed that 7,017,115 tubes were made for replacement parts. That figure is approximately the number of video sets now in existence, which would allow one replacement tube for each receiver. This is the television story alone, not even considering millions of radios that must be repaired.

Some set makers are said to have notified dealers that if the shortage continues they may be forced to ship their receivers to market without any tubes, leaving it up to the dealers to scramble for their own.

Obviously the Korean war and the military preparedness program have added greatly to the receiving tube shortage. In fact, Dr. W.R.G. Baker, Vice President in Charge of the Electronics Department of the General Electric Company, asserted yesterday that the new military priorities system, combined with the recently aggravated shortages of materials, will force a 20 per cent industry-wide cut-back of television receiver production in the first half of 1951.

"The priorities system will aid materially in production of electronics equipment for military purposes", said Dr. Baker, "but it will have an adverse effect of civilian items such as television and radio receivers."

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RCA ESTABLISHES DEFENSE SERVICE DIVISION

The RCA Service Company announced yesterday, Oct. 3, the establishment of a special Government Service Division to coordinate its expanding activities and expedite Government agency requirements for technical personnel, and installation and servicing of all types and makes of electronic equipment.

P. B.Reed, a veteran of more than 20 years in the electronic equipment and servicing fields, was named to head the new division and in this capacity was appointed Vice President in charge of the Government Service Division, RCA Service Co. A former Washington, D.C., representative of the RCA Victor Division, he was Sales Manager of the Industrial Equipment Section of the RCA Engineering Products Department prior to his new appointment.

The Government Service Division represents an expansion of the company's former Government Service Section which, for ten years. has been handling service activities for Government agencies, according to C. M. Odorizzi, Vice President in charge of Service for the RCA Victor Division. Mr. Odorizzi disclosed that the new division will undertake an expansion program involving technical personnel and facilities to keep pace with increased requirements of the military services.

Included in the expansion program are the company's elaborate and centralized repair facilities and its Technical Publications Section. The former is a modern service shop, located at the home office, which is completely equipped with the latest test and repair equipment. Under the present emergency and expanding defense program, it is providing contract service to the armed forces in an overall project to modernize World War II radio and electronic equipment. The Technical Publications Section is set up to prepare and print and provide the armed forces with classified technical manuals on the subject of electronics in general and on specific electronic equipment.

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TV SALES SOAR TO ALL-TIME HIGH IN WASHINGTON, D. C.

The Washington Television Circulation Committee representing the four operating TV stations in this city (WMAL-TV, WNBW, WTOP-TV, and WTTG) released Monday, Oct. 2, the official estimate of 174,485 television sets now installed and operating in Metropolitan Washington, D. C. This represents an increase of 13,910 sets over the September 1 figure - the largest monthly increase recorded by the Committee since it began functioning in December 1947. The Washington Television Circulation Committee is the oldest committee of its kind in the country.

The Committee's monthly reports are based on set sales figures published by the Washington Electric Institute, plus independently gathered totals from those distributors and dealers who are not Institute members.

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BBC RADIO DRAMA FOR U.S.A.

The National Association of Educational Broadcasters, an association linking non-commercial stations throughout the United States, has recently embarked on a new and ambitious development. Following discussions with the University of Illinois last year, they have planned a wide program of broadcasts which are to be serious in content and high in quality. They will be provided to member stations in the form of recordings, and the first series was distributed last February. By May this year thirteen stations were already carrying the programs, and at least fifteen more were expected to join shortly.

The programs are distributed through station WNYC, New York, whose director, Seymour Siegal, is said to be the moving spirit of the project. Among those already carrying the programs, in addition to WNYC, are stations in Michigan, Washington, Ohio, California and Louisiana.

A number of series have already been broadcast. They have covered scientific, political and artistic topics, and have been collected from all kinds of sources.

For their dramatic series N.A.E.B., turned to the BBC, which has contributed thirteen programs from among the classics of broadcasting in England. This series will break new ground in a number of ways. For one thing, none of the programs lasts less than an hour, and some are more than an hour and a half, and it is very rare for a serious program - even a dramatic one - to run to such a length in the United States.

Beginning on July 11th with "The March of the '45", D.G. Bridson's classic dramatization of the Jacobite rising in Scotland in 1745, the programs included such major works as "The Dark Tower" by Louis MacNeice and "The Lady's Not For Burning" by Christopher Fry.

N.A.E.B. reports that the BBC series is drawing "tremendous quantities of favorable comment" from their listeners. Later series will be taken from the Canadian Broadcasting Corporation and from the United Nations.

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WILLIAM ALLEN WHITE SCHOOL GETS OWN FM STATION

The moving of radio station KIMV-FM from Hutchinson, Kansas to the University of Kansas campus at Lawrence, Kan., will be started within a short time. The equipment of the frequency modulation station is being given to the William Allen White school of Journalism by John P. Harris of Hutchinson and his brother, Sidney F. Harris of Ottawa, Kan., as a memorial to their late uncle. The equipment includes a 514-foot broadcasting tower.

The Harris brothers, who own three other radio stations, also own the Harris Publishing Co., publishers of the Hutchinson News-Herald, Ottawa Herald, Salina (Kan.) Journal, Chanute (Kan.) Tribune and the Burlington (Iowa) Hawk-Eye Gazette.

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DEWEY PUTS TV TO TEST IN MEETING JOHN Q. VOTER

Governor Dewey employed television last Sunday night (Oct.1) to answer a series of questions from persons picked at random from two busy sections of New York as part of his campaign for re-election. It was the first time television had been so used in a political campaign, Leo Egan reports in The New York Times.

Eight questions in all were put to the Governor. They ranged in subject-matter all the way from queries of why he wore a mustache and what he thought of the Brooklyn Dodger baseball team's chances of winning the National League pennant to the New York City gambling inquiry, overcrowding in schools and discrimination in housing.

One question, put by Harvey Rothenberg of 25 West Eighty-first Street, a shirt manufacturer, was: "From a social and an etiquette point of view, do you think you were correct in criticizing the Russians for maintaining slave labor, in your recent talk at the Waldorf?"

Mr. Dewey's answer was: "It wasn't etiquette, but it was awfully good for the Russians." He added that he intended to continue his criticism of the Russians, because "so long as Soviet Russia has slave labor, and a totalitarian Government, none of the free people in the world are safe."

The telecast was an outgrowth of Mr. Dewey's statement in his acceptance speech at Saratoga that he intended to wage his campaign for re-election on every street corner in the State. The use of television to carry out this idea was developed in a series of conferences between Mr. Dewey's campaign advisers and radio technicians.

During Sunday night's program, Mr. Dewey remained in a National Broadcasting Company studio in Radio City facing two television screens. One television crew with "Happy" Felton, a professional radio performer, was station on Broadway between 42nd and 43rd Streets. Another was in the Plaza at Radio City, in charge of Walter Shirley, a professional announcer.

Questioners rounded up by Mr. Felton or Mr. Shirley spoke into microphones and were visible to Mr. Dewey in Radio City. He answered their questions directly.

The program was carried only by WNBT in New York.

In its essentials, the use of television to exchange ideas with voters was an extension of the system Mr. Dewey used in 1948 to win the Republican presidential primary in Oregon. During his visit there the Governor mingled with persons in the street and submitted to questioning after all his campaign appearances.

The decision to employ a similar technique in New York but to get a wider audience through bringing in television was the result of a series of conferences on the part of Dewey advisers.

At the end of New York's querying and answering by Mr. Dewey, the Governor explained that it had been undertaken on an experimental basis. He suggested that if enough interest were shown by the writing of postcards to him at Albany, it would be followed by others.

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UNCLE SAM DIGS DEEP FOR DEFENSE

Sales of radio transmitting and communications equipment, including radar, to the U. S. Government by RTMA member-companies increased substantially in the second quarter over the first quarter of this year. Sales in the second quarter totalled $33,393.093 compared with $30,640,943 in the first three months of this year.

Orders received from the Government during the second quarter amounted to $61,701,467 compared with orders of $41,305,390 in the first quarter.

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G.B.S. FINISHED LATEST PLAY AT 94; FOR TELEVISION?

As relayed by Paul Holt, a BBC commentator who called on George Bernard Shaw on his 94th birthday, and just before G.B.S. suffered his bad accident, revealed that the noted playwright had just given a Hungarian film producer his latest play to read.

"It has no title as yet", Mr. Holt said, "and it is more of a conversation piece than a play, consisting largely of an argument between a man and a woman. The woman wins.

"Shaw thinks it will be good for television. He is very interested in television although he has no set in the house."

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RIO TO HAVE FIRST TV STATION IN FALL

Engineers of the International General Electric Company who have been installing the transmitter on Sugar Loaf mountain in Rio, say their difficult job is now practically complete.

The transmitting equipment, several tons of it including the 150-foot antenna, had to be hauled by cable car, mule back, and by hand to the summit of Sugar Loaf which towers 1,300 feet above nearby Copacabana beach. Sugar Loaf's summit, which is inaccessible by automobile, is reached by cable car. Because of heavy tourist travel, the cable car has been available for use by the TV engineers only four hours a day from 4 to 8 A.M.

Brazil, first South American country to have regularly scheduled commercial programs, will have several thousand TV receivers in operation by the end of the year, according to company officials.

I.G.E. started exporting TV receivers to Brazil last April, when it shipped 50 completed units. Later, 1,750 chassis were sent to be assembled into complete receivers by the company's Brazilian affiliate, General Electric Sociedade Anonima.

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SCISSORS AND PASTE

A Pirate Deep In The Heart of Texas
(Val Adams in "The New York Times")

Squarely in the face of a growing television fever, a new haywire radio network has mushroomed out of the State of Texas to link more than 200 stations from coast-to-coast. Currently supplying its affiliates with seven hours of sports broadcasts and give-away shows daily, the chain was due to expand to a sixteen-hour daily schedule this week.

The whole thing started when a resolute young Texan, enthralled with the idea of becoming a famous sports announcer, couldn't talk anyone into hiring him. A lot of weird maneuvering has ensued.

The network, with headquarters in Dallas, officially is known as the Liberty Broadcasting System. Its president is Gordon McLendon, 29, the fellow no one would hire as a sports announcer. Calling play-by-play reports over his own chain, McLendon has labeled himself "The Old Scotchman".

McLendon graduated from Yale in 1942, went into the Navy for several years and back to Harvard Law School. His itch to be a sports announcer - in which he had dabbled on the side while at Yale - drove him away from law studies, however, after one year.

Unable to obtain a sports job, McLendon built a small daytime station of his own in Dallas in late 1947 and asked Western Union to install a baseball wire. He wanted to re-create major league baseball games in the afternoon.* * * The Dallas club said nothing doing.

Then McLendon became a modern-day Texas outlaw, so far as baseball was concerned. He came to New York, rented an office in Lexington Avenue, and bought a "TWX" line - teletype service - from the telephone company. Gordon hired a man to listen to Mel Allen's baseball broadcasts over WINS and teletype the play-by-play to him in a studio of his Dallas station. Deep in the heart of Texas, "The Old Scotchman" re-created major league diamond plays only ten seconds behind the actual happenings.

McLendon used an elaborate recording arrangement to make his re-creations sound like the real thing. He used four different turntables simultaneously in his studio - general crowd noise, the sound of a bat, the shouts of peanut and hot dog vendors, special crowd effects and the sound of a public address system in the background. All of these sounds had been recorded in major league parks.

The baseball people threatened all kinds of court suits, but McLendon stuck to his microphone. Other stations asked for a feed on his baseball broadcasts and at the end of his first baseball year, McLendon found he had a network of forty-two stations. The stations paid their own line charges and were supposed to pay McLendon 15 per cent of whatever they collected from local sponsors. That's how the Liberty Broadcasting System came into being.

Today, of course, McLendon has made peace with the baseball world. He had pirated their games only because they wouldn't sell to him, and now that they have, he pays the National League $40,000 a year for carrying their games "live" and an estimated $50,000 for recreating American League games.

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Rival TV Stars
("Drew Pearson")

In the delegates' lounge at Lake Success, a newsman said to Security Council President Sir Gladwyn Jebb, "How does it feel to be a TV idol?"

"It's really quite frightening", replied Jebb. "People come up to me on the street and shake my hand. No member of the British Foreign Office is supposed to be known, not to mention being popular."

"I'm afraid you can't escape it", insisted the newsman. "People are fascinated by you -- second only to Milton Berle."

"Berle?" said Sir Gladwyn. "Who's he? The only Berle I know is AdolfBerle, and people aren't fascinated by him."

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Radio-Astronomy
("London Calling")

It is only in the past half-century or so that man has known the secret of transmitting and receiving radio waves. But for those who have ears to hear - or, rather, for those who have the right kind of very complicated apparatus - the stars and the sun are continually sending out radio impulses.

In fact, it is hoped that a new kind of astronomy can be worked out on this principle, and at a place called Jodrell Bank, in the English county of Cheshire, a team of eighteen scientists are working to develop the new idea of radio-astronomy.

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Attention Orson Welles!

North America's radio "hams" planned at their meeting in Hamilton, On. last week, to fill the air waves Oct. 14 with reports of disasters that never happened. Some 90,000 amateur radio operators in the United States and 8,000 in Canada will send out fantastic reports of floods, earthquakes, fires and similar tragedies. The full-scale rehearsal for a disaster service was announced by Wilburt Clemence, past president of a local group of radio amateurs. He said the Canadian and United States Red Cross societies would cooperate.

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Or Hear A Jingle
(CBS' Jack Benny Program)

ROCHESTER: A shilling, a tuppence and a ha'penny? What're those?

KEARNS: What're those? Weren't you in England? Didn't you see English money?

ROCHESTER: I was with Mr. Benny. I didn't see any kind of money.

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TRADE NOTES

Sales of radio receiving tubes set an all-time record in August with a total of 36,269,435 tubes sold, the Radio-Television Manufacturers' Association reported last Friday. The previous peak of 33,663,494 was reached in March of this year.

August sales brought the total tube sales for the first eight months of this year to 227,773,373 as compared with 198,753,295 in the entire year 1949.

A breakdown of the receiving tube sales in August showed 28,202,620 tubes sold for new sets and 7,017,115 for replacements. Tubes exported and sold to government agencies amounted to 906,450 and 143,250 respectively.

Avco Manufacturing Corp. is turning out the largest volume of peacetime production in its history and sales and earnings have reached an all-time high, the company reported in New York Monday, Oct. 2.

Consolidated net income for the nine months ended August 31, was $7,712,538, equal to $1.08 a share, Emanuel reported, compared with net of $2,711,540, on 35 cents a share, in the like period of 1949.

Net sales is the latest nine months totaled $160,330,491, against $97,908,767 a year earlier.

A six-page illustrated folder providing information on RCA's latest field television equipment, including an improved Friction Head, a new Tripod, new Field Desk, and a Rotatable Mount and Remote Control for Microwave Parabola, is now available to broadcasters, it was announced by the RCA Engineering Products Department.

Profusely illustrated, the new brochure fully describes the new field television units, first announced and displayed at the 1950 NAB Convention, which are now commercially available.

Directors of the Philco Corporation last week called a special meeting of stockholders for Nov. 28 to increase the authorized common shares from 2,500,000 to 5,000,000 shares and to split the common stock by issuing one additional share for each share now outstanding.

William Balderston, President, said that currently there are outstanding 1,709,980 common shares, including 31,202 held in the treasury. Action to split the stock "reflects the growth of our business from sales of $52,311,000 in 1940 when Philco became a publicly owned company to an estimated total of over$300,000,000 in 1950", Mr. Balderston declared.

The Jos. M. Zamoiski Co., Philco distributors in Washington, D.C. has for the duration of the World Series located large television sets in the Mayflower, Statler, Washington and other hotels in the Capital.

Advertising of radio and television sets,which is being increased sharply in the last half of 1950, will be increased still further in 1951, according to L. E. Pettit, Chairman of the Advertising Committee of the Radio-Television Manufacturers' Association.

An informal poll of committee members attending a recent meeting in New York indicated an increase in advertising expenditures for the last six months of this year, with additional increase being tentatively planned for 1951, Mr. Pettit said.

Of the set manufacturers reporting, all but one will increase its advertising in the second half of 1950 over the first half. These increases range from 20% to 200%, and the average increase is 104%.

Olympic Radio and Television, Inc. has increased list prices of four television receivers $10 to $20, Percy L. Schoenen, Executive Vice President said in New York. Despite increased costs, prices on the remaining seven models in the company's line are unchanged, he says. Mr. Schoenen also reports that the company has substituted a 17-inch rectangular tube for a 16-inch tube in three units.

"Bootleg" recordings of broadcast music have forced the nation's music publishers to launch a campaign to protect copyrights, Arthur A. Hauser, President of the Music Publishers' Association of the United States, said in New York last week after a meeting of Association directors.

Those who offer "air check" transcriptions of broadcasts for sale are targets of the drive, Hauser said, but amateurs who make home-made wire or disk recordings of favorite radio programs are also vulnerable.

"It's against the law to make such recordings without fulfilling the legal responsibilities to the copyright owners", Hauser explained, "even if the transcriptions are merely for home use -- and it's all the worse if they are offered for sale.

Hauser said that the Association has discussed the problem but has takenno official action, because each music-publishing firm individually will take the main responsibility for protecting its own copyrights.

An estimated 67 million people either heard or saw the Joe Louis-Ezzard Charles heavyweight championship fight over the Columbia Broadcasting System's radio and television networks, according to a survey conducted in 19 cities during the contest by Trendex. The survey also revealed that 31% of the total U.S. families heard the fight on radio, while 14% of the total U.S. families saw Charles defeat Louis on CBS Television.

The CBS-TV coverage of the bout, said to have been seen by 73% of all television set owners, represents the largest TV audience to date for any sports event on television.

Municipal authorities said Oct. 1 (Delayed) no trace of Seoul City Sue, the North Korean woman radio announcer, has been found in Seoul.

Her Tokyo Rose-type broadcasts to American troops were stopped before Seoul was liberated last week. No identification of the woman has been made.

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Founded in 1924

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

INDEX TO ISSUE OF OCTOBER 10, 1950

No. 1942

October 11, 1950

MORE COY HUMOR AS TV INDUSTRY AWAITS FCC COLOR EDICT #2

With the next move on the part of the Federal Communications Commission expected at any moment as to whether or not the FCC will crack the whip and try to make a balking group of manufacturers jump through the hoop and conform to CBS standards which the Commission favors with respect to colored television, there has been time to consider some phases of FCC Report #1. One of these is the personal opinion of the report by Wayne Coy, Chairman of the FCC which up to now has apparently been overlooked in the excitement.

It should be explained that Mr. Coy is a Hoosier which, of course, makes him a humorist by birth. And, furthermore, his name clinches it. Also being from Indiana entitles him to authoritatively discuss best sellers, which he proceeded to do recently in revealing to the Chicago Television Council his innermost thoughts with regard to the preliminary TV color report.

"The first day of September was made notable by the publication of a new kind of best seller. It has created a considerable stir in the television world if not the literary world", Chairman Cof confided.

"It is not as long as 'Gone With the Wind' or 'Anthony Adverse" or even the Kinsey Report but the authors are proud of their efforts to build their volume up toward the heavyweight class. They managed to produce 60 pages of prose before they quit from sheer exhaustion.

"I refer, of course, to the report on color television issued by the Federal Communications Commission.

"Up to now, 10,000 copies of this have been issued by the Commission itself, by trade organizations and other groups.

"Whether the demand will continue I do not know. Public taste is hard to predict and I would not want to venture an opinion at this time as to how many millions of the general reading public will become so excited over the reviews that they will swarm to the bookstands to purchase this absorbing romance of compatibility, incompatibility, vertical interlace, synchronizing pulses, threshhold flicker, decay phosphors, dichroic mirrors, line crawl, jitter, mixed highs, sampling frequencies, two-way filters, mis-registration and dot sequential.

"I doubt if this report will ever achieve the immortality of such a timeless classic as, say 'The Anatomy of Melancholy'.

"On the other hand I have had quite a number of people in the television industry tell me that once they picked up this narrative they just couldn't lay it down until they finished it. And some have even gone further and told me that this report gave them a lump in their throat and tugged at their heart strings.

"They said they hadn't been so touched since 'East Lynne'.

"Of course, all the comments haven't been that laudatory. We Commissioners of the FCC are all shy, sensitive, struggling literary artists and we pick up each book review with mingled feelings of anticipation and trepidation.

"A reviewer for TIME Magazine, for example, referred to our literary effort as 'an enigma wrapped in federalese and tied with red tape'. We were crushed and we had about decided to abandon our literary career when we saw what they had to say a few pages later about another young, shy, sensitive, struggling author -- Ernest Hemingway. They said that his latest effort, 'Across the River and Under the Trees', had given his admirers 'nothing to cheer about'.

"They said the famed Hemingway style was 'hardly more than a parody of itself', that the 'love scenes are rather embarrassing than beautiful' and that 'the language of love is forced and artificial'. Maybe Hemingway should have used federalese. Anyway we invite Brother Hemingway over to the Commission so we can console each other.

"And then our literary sensibilities were further wounded when The New York Times chided us for using semicolons. I thought they looked real elegant.

"Personally I am not too worried about these criticisms. Where would Gertrude Stein and James Joyce have gotten if they had used only plain, down-to-earth, everyday language?

"I leave the literary merits of this bestseller to the calm, detached judgment of history and I will turn now to an analysis of its technical aspects.

"First of all, please remember that the color problem is only one of many problems that we are considering in this lengthy television proceeding. This proceeding was started in the first place, you recall, because of reports of interference between stations in the present VHF band and because of the need for more stations than we could have in the VHF band. When we came to consider opening up the higher UHF band, we were promptly confronted with the problem of what to do about color. That was a 'now or never' problem. So we have this lengthy proceeding in which we have to decide not only color but interference, polycasting, stratovision, reservation for educational stations, etc.

"The color report is No. 1 of a series of reports that we will issue on various phases of the hearing.

"It is somewhat on the longish side but when you realize that it is based on 10,000 pages of testimony and 265 exhibits, you might call it a masterpiece of condensation -- a thumbnail sketch.

"These various phases of the hearing are of utmost importance to the welfare of the television industry. Only by achieving

a sound basis for VHF and UHF television can we insure that the American people will enjoy the best possible television service. Only by achieving these objectives can we insure that the television broadcasting and manufacturing industries can proceed to serve the people of the United States with assurance that no unnecessary technical obstacles will arise to plague them in the future."

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EDWIN PAULEY, HOFFMAN GROUP GET DON LEE NET FOR $11,200,000

Public Administrator BenBrown Monday (Oct. 9) in Los Angeles accepted an $11,200,000 bid entered by a syndicate headed by oilman Edwin Pauley and radio manufacturer H. L. Hoffman for purchase of the Don Lee Radio-Television Network. Mr. Brown said the successful bid now is subject to approval by a probate court and the Federal Communications Commission.

The only other offer to purchase the network came from the First National Bank of Akron, Ohio, which reportedly was acting as trustee for the General Tire and Rubber Company employee retirement fund.

As public administrator, Mr. Brown put the West Coast properties up for sale to settle the estate of the late Thomas Lee, who committed suicide last January. Mr. Lee was the son of auto-radio magnate Don Lee, who founded the network.

Included in the Don Lee properties are radio stations in Hollywood, San Francisco, Dan Diego and Santa Barbara, a television station in Los Angeles and an FM station in Hollywood.

When the bid is considered in probate court, Mr. Brown said, the court must take into consideration any new bids submitted at the time. The new bids, however, must be at least 10 per cent greater than the syndicate offer.

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RTMA APPOINTS "TOWN MEETINGS" COMMITTEE

President Robert C. Sprague of the Radio-Television Manufacturers' Association this week named a fifteen-man "Town Meetings" Committee and reappointed Harry A. Ehle, Vice President of International Resistance Co., Chairman.

The RTMA Committee is currently conducting "Town Meetings" for television dealers and servicemen in television areas throughout the country. The program is being financed on a voluntary basis by TV set manufacturers.

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CHICAGO, DETROIT THEATRE PAID FOOTBALL TV AGAIN OFF

Once more a discouraging report has been received from Chicago and Detroit where several of the biggest theatres are experimenting with box office theatre football television.

The following report was received from Chicago:

"Last Saturday, October 7th, theatre television was again put on at the State-Lake and Tivoli Theaters in Chicago and the Michigan Theater in Detroit. The two chicago theaters had the Wisconsin-Illinois game. Detroit had the Michigan-Dartmouth game. Both are major football games. The Chicago State-Lake has a capacity of 3,000. They had excellent ballyhoo and produced a reasonably good delayed television picture using intermediate film which delayed it forty seconds. State-Lake had an audience of approximately 1,500. Tivoli Theater, which is not downtown in Chicago, with a seating capacity of 3,400 had an audience of approximately 750. At the Tivoli direct TV projection was used.

"In Detroit the Michigan Theater showing the Michigan-Dartmouth game, with a seating capacity of 4,027 had an audience of approximately 1,500 of which 180 were young people from Ann Arbor, Michigan, to liven the cheering. These youngsters were admitted free. The day was raining in Chicago. I don't know how the weather was in Detroit."

On the Saturday before (Sept. 30), the State-Lake, one of Paramount's best known downtown Loop theatres, broadcast the game between Illinois and Ohio football teams. Also the same game was broadcast by the Tivoli. Attendance at the Tivoli was only 600 though its capacity is 3,400. Mr. Wolters estimated on that same afternoon that an audience of 35,000,000 saw the contest between Notre Dame and North Carolina as telecast free by WGN-TV, Chicago, and the Dumont network.

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MACY EARNINGS DROP ATTRIBUTED TO TV HIGH COST

The annual report of R. H. Macy & Co., Inc., and subsidiaries for the year ended on July 29, 1950, released October 10th by Jack I. Straus, President, showed that net profit was 5 per cent less than the earnings of the previous fiscal year, although net sales increased 4 per cent over sales of the previous year.

Mr. Straus said that earnings were adversely affected by the unfavorable results of General Teleradio, Inc., the corporation's radio and television subsidiary, because of the cost of television operations at this stage of its development - the profit also was held down by the high operating costs of recently expanded divisions in Atlanta, Kansas City and San Francisco in the initial stage of their expansion.

Earnings were favorably affected by a $500,000 reduction in Federal income taxes resulting mainly from a decision on taxes of previous years. Income also was lifted by profit accruing from the sale of Station WOIC in Washington, D.C., and by reduction in pension costs.

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"SKIATRON" ASKS FCC PERMISSION TO TEST BOX OFFICE TV

A letter was received by the Federal Communications Commission Tuesday (Oct. 10) from J. R. Poppele in charge of engineering of WOR-TV asking permission to begin transmitting test signals yesterday in connection with a new system known as "Skiatron Subscriber Vision" to be carried by WOR-TV weekdays and Sunday mornings between 8 and 10 o'clock thereafter when the station is not broadcasting regular programs or test patterns on Channel 9.

The tests are being set up for observation later by the Federal Communications Commission, Mr. Poppele explained, but if anyone from the FCC happened to be passing in the meantime, he would be glad to have him drop in and look the project over. Television receivers will not intercept the deliberately scrambled video without a special plug-in "decoder" not yet available to the public. The tests will in no way interfere with regular programs of WOR-TV, according to Mr. Poppele.

Scrambling and unscrambling of the signal is performed entirely by radio, and does not involve the use of telephone lines or other electrical connections. The system is a method for providing a special television service for "paying customers", a representative of the Skiatron Electronic and Television Corporation explained.

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McCONNELL, DENNY, KEYNOTERS AT NBC CONVENTION

The three-day annual convention of the National Broadcasting Company and its affiliates, October 18-20 at the Greenbrier Hotel, White Sulphur Springs, West Virginia, will be attended by more than 400 broadcasters, NBC announced last week.

Niles Trammell, NBC Chairman of the Board, will open the business sessions, all of which will be closed to all but network and station personnel, on October 18th at 10:30 A. M. Joseph H. McConnell, NBC President, will deliver the keynote address, to be followed by a report of Clair McCollough, President and General Manager of the Steinman stations, and Chairman of the NBC Stations Planning and Advisory Committee.

Further talks to be made on the first day of the meeting - devoted to radio - will include one by Charles R. Denny, Executive Vice President, who has been heading the radio network of NBC pending the appointment of a Vice-President in charge of that department.

Sylvester L. (Pat) Weaver, Jr., NBC Vice President in charge of Television, will deliver the principal address on Tuesday, a day set aside to discuss television. Mr. Weaver will be followed by several NBC-TV executives.

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THOMAS THOUGHT RADIO TEMPORARY; PALEY APPARENTLY NOT TOO SURE

Lowell Thomas celebrated his twentieth anniversary on the air recently by exchanging reminiscences at the opening of his broadcast with the man who brought him into radio, William S. Paley, Chairman of the Board of Directors of the Columbia Broadcasting System.

Mr. Paley presented Mr. Thomas on the latter's own regular CBS 6:45-7:00 P.M. EST, news broadcast, the oldest news program on the air in terms of consecutive years in the same time period. The CBS Board Chairman, just before the broadcast, presented Mr. Thomas with a china 20th anniversary symbol, a rare Chinese fruit bowl of the 1760 period, decorated with English trading post scenes.

Mr. Paley said, "Twenty years ago at this same hour, Lowell Thomas gave his first news broadcast."

Mr. Thomas responded, "On this my twentieth anniversary, I can't help but recall that you were the one that got me into it. You started me off. It was you who actually introduced me to radio."

"I hadn't any idea what I was getting into", Mr. Thomas continued. "You simply asked me to give an impromptu chat that day, talk about strange countries, odd adventures, and not to question the reason for yourrequest. The curious thing is that it wasn't until later that I learned that I had been auditioned, that I was actually speaking privately over a piped line to the Literary Digest editors and managers, for in another room, you had those editors listening at the loudspeaker without my knowing it. At that time they wanted someone to take the place of my old colleague, Floyd Gibbons. Floyd had been doing a news program for them and he was leaving, off to some distant land, and they had asked you to suggest prospects, and I was one that you had turned up."

"Well, I've never had cause to be sorry and I hope you haven't either", said Mr. Paley. "It would be hard to imagine radio without you these fateful twenty years. But I don't suppose, Lowell, that when you accepted you had any idea of going on for so long."

"Well, frankly, Bill", said Mr. Thomas, "I hadn't the foggiest notion of what was going to happen. I simply thought that radio news would be a temporary thing, a short experience. I wanted to go on traveling, wanted to go on with exploration. I never thought that I would be able to combine that with broadcasting the news. Yet, even last year, I managed to get off on a trip and I made the journey that I had wanted to make most of all, into Tibet, to the forbidden city of Lhasa. And, fortunately, I didn't have to say good-bye to radio in order to do it. Travel, exploration will always intrigue me. But radio will also. At any rate, here I am still at it 20 years later, and I hope I will be for some time to come."

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FCC JACKS UP LICENSEES ON SPONSORED AND POLITICAL BROADCASTS

It has recently come to the attention of the Federal Communications Commission that a number of station licensees have failed to comply with the mandate of Section 317 of the Communications Act of 1934 and the Commission's Rules and Regulations promulgated pursuant thereto in that station announcements of sponsored programs have been made in which the sponsor or his product have been identified by a name merely descriptive of the company doing business or the brand name of the product advertised. In order to enlist the cooperation of station licensees in correcting this situation, the instant notice has been issued.

Section 317 of the Act reads as follows:

> "All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

Although the statute does not specify the exact language of the required announcement, its plain intent is to prevent a fraud being perpetrated on the listening public by letting the public know the people with whom they are dealing. Therefore, reference must be made to the sponsor or his product in such manner as to indicate clearly not only that the program is paid for, but also the identity of the sponsor. This is particularly true in the case of direct radio sales messages where it is obviously important that the prospective purchaser be informed of the name of the company from which it is buying the merchandise or the manufacturer of the goods.

It is also pertinent to point out, says the FCC Public Bulletin, that Sections 3.189(b), 3.289(b), 3.689(b) and 3.789(b) of the main Section 317, applies with equal force to political broadcasts.

The attention of station licensees is called to the requirements of the Act and the Commission's Rules for the making of adequate announcements when political broadcasts are made. The announcements that must be made in this and other like situations will, of course, depend on the particular facts in each case but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules.

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TV "CONVENTIONS" SEEN ON INCREASE

A radical change in the method of holding private sales conferences will result if a prediction made last week by Comdr. Mortimer W. Loewi, Director of the Du Mont Television Network Division of Allen B. Du Mont Laboratories, Inc., becomes reality. Commander Loewi forecast a considerable growth in the use of "closed-circuit" television for the purpose of conducting such conferences, according to James J. Nagle, The New York Times.

His prediction followed the successful results achieved recently by Schenley Distributors, Inc., in an eighteen-city network conference. A total of 3,200 salesmen and wholesale representatives in those areas, without leaving their localities, simultaneously heard and saw David Bunim, President of the company, discuss selling strategy for the year ahead.

Besides these 3,200 representatives, an additional 1,700 will view the proceedings by transcription in twenty-five other cities during the balance of this month.

DuMont, said Commander Loewi, already has had queries from more than forty national organizations about the system. Companies represented include those in the food, oil, automotive and other fields.

Such meetings, he pointed out, eliminate the need for large numbers of the company's sales representatives to travel to a central point. This saves time and expense for both the men and the company. In addition, this type of meeting would be invaluable in the event of any Government ban or limitation on conventions or train travel, as was experienced during World War II, he added.

"Closed-circuit television", he continued, "opens a new era for the sales manager. It puts a company's top executives in contact with sales representatives in regions hundreds of miles apart. It also permits instant transmission of top management policies and programs to key personnel in territories throughout the country. Sales meetings of thousands of company representatives can be held as secretly as a Directors' meeting in a locked Board room."

Commander Loewi said the actual dollar savings for large industrial and commercial enterprises are hard to estimate exactly, but bringing men together at one location may cost from $5,000 to $100,000, depending upon the scope of the meeting. The time and money lost by executives while away from their jobs, traveling back and forth to numerous conferences, cannot be calculated, he added.

Mr. Bunim, Schenley's President, said he had received many enthusiastic comments from members of the company's sales staff throughout the areas covered. A number said there was no restlessness or boredom in the audiences and expressed the hope that many such meetings would be held in the future. The Schenley closed-circuit program lasted 90 minutes. There were 1,150 "cues" or changes of scene during the program and records were set in the number of stations participating in the conference.

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NEED OF GOOD TEST EQUIPMENT FOR TV SERVICING STRESSED

TV servicemen like TV manufacturers must learn how to use test instruments properly if they are to get the best results in the least time, Ralph R. Shields, engineer for Sylvania Electric Products, Inc., said in an address at the Philadelphia Radio Servicemen's Association Convention.

"In factories producing more and more lower-priced TV sets of better quality", Mr. Shields said, "the answer is good test equipment. Good test equipment first proved its worth in engineering departments, later in production lines. The manufacturer's objective is the same as that of the TV serviceman, to satisfy the customer with the best results in the least time, every time. Good test equipment assures the TV service technician with similar results just as it does in the factory, and profitably as well."

Mr. Shields said that the use of proper test equipment combined with good techniques reduces time required for TV servicing, increases the servicemen's profit and assures customer satisfaction. But he warned that good techniques are usually acquired over a period of time in actual practice at a service bench. Cost of equipment required, according to Mr. Shields, amounts to a moderate investment for increasing the amount of better servicing completed in less time to provide a good income for the servicemen.

Touching on some of the problems facing TV servicemen, he cited the fact that the uninitiated may get the impression that TV test equipment represents a "magical group of devices, which upon being placed close to a defective TV receiver, will reach out and fix it." He said that this, of course, was not so but that the best TV set performance does require the use of reliable test equipments of good quality to demonstrate just what is happening in many complicated TV circuits.

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SEN. JOHNSON'S ROME VISIT AROUSES ITALIAN MOVIE PEOPLE

The whole of the Italian motion-picture industry and most of its "hangers on" have been mobilized to express disapproval of United States Senator Edwin C. Johnson of Colorado, Chairman of the Senate Foreign and Interstate Commerce Committee, who is described as "an enemy of Italian moving-picture production". He arrived Monday, Oct. 9, for a two-day stay from Athens with a group of thirty-five prominent Americans whom Trans World Airlines, Inc., is taking on a swing around Europe.

Senator Johnson is enemy Number One of the Italian film industry, not so much for the remarks he made in the Senate about Director Roberto Rossellini, as for his bill regulating the importation of foreign films into America, which is regarded in Rome as an underhanded attempt to exclude the whole of the Italian movie production from the American market.

The Union of Motion Picture Workers has instructed all its members to "abstain from having any personal contacts" with Senator Johnson and to "desert any and all public manifestations at which he is present".

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HIGH COURT SEEKS BETTER ACOUSTICS; ALSO HOUSE OF COMMONS

The Supreme Court of the United States has taken a tentative step towards wiring itself for sound. Likewise word has been received that excellent acoustical conditions have been achieved in the new debating chamber of the British House of Commons.

For years justices at the far ends of the long Supreme Court bench have had trouble hearing lawyers and their fellow justices. Last term a three-justice committee was set up to do something about the court's acoustics. Justice Black, the Chairman, sits close to the middle of the bench, but Justices Clark and Minton, the other members, are at the far left and right.

At the Committee's order, a New York electronics firm tried out a speaker on the lawyers' lecturn in front of the bench with loud speakers perched on either side of the courtroom. Tests will include microphones at each justice's place on the bench.

But even if a new system is worked out (and a new curved court bench also is under consideration) Congress would have to appropriate the money to pay for it. That would mean it couldn't be ready for use until about a year from now.

The new House of Commons debating chamber which has been built to replace the one destroyed by a German bomb on the night of May 10, 1941, will be opened by His Majesty the King on Thursday, October 26. In a special BBC broadcast in the three days immediately preceding the opening, the story of the new House will be told by some of the people who have been directly concerned with the rebuilding, and also by well-known Parliamentary figures.

The new debating chamber will retain the intimacy of the old chamber, whose debates have been described by Mr. Churchill as "formal conversation". In the old relatively small and sometimes over-crowded chamber social contacts made for tolerance and friendliness. The floor of the new House has exactly the same dimensions as the old, and much that is traditional in style remains. The changes are mainly in the enlarged and more comfortable seating accommodation and in the improved heating, lighting as well as acoustic facilities. It has been the architect's aim to keep "heads cool and feet warm in conditions conducive to alertness".

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FCC WARNS OLD SALTS ON SALTY RADIO TALK

The Federal Communications Commission on Monday, October 9, warned operators of small fishing boats along the North Atlantic seaboard against the use of profane language on their ship-to-shore and ship-to-ship radios.

Walter Butterworth, Chief engineer in charge of the FCC New England district, told the operators that unless they cooperated the Commission would be forced to take criminal action against violators.

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PHILADELPHIA ORDERS CIVILIAN DEFENSE EMERGENCY RADIO

Stepping up civilian defense plans, the City of Philadelphia has awarded the Radio Corporation of America a contract calling for early delivery of 150 mobile two-way radio communication units and station installations for the Philadelphia Fire Department.

The contract calls for two complete radio stations, one to be installed in City Hall, with antenna mounted atop the Penn statue, the other to be installed at 46th and Market Streets in a new building being built for radio facilities and as a radio repair shop. A two-foot antenna tower will transmit messages from the West Philadelphia site.

Each of the two transmitting and receiving headquarters stations will be provided by RCA with two 250-watt transmitters, six station receivers, two custom-built consoles, and specially constructed glass-door cabinets containing elaborate automatic switching controls, providing complete control of all transmitters and receivers from either or both stations.

In addition, 150 complete 30-watt high-frequency FM transmitter and receiver units will be installed in fire engines, pumpers, fire chiefs' cars, and other motorized equipment of the Fire Department. The equipment is the latest RCA Super Carfone Model for operation in the 150-174 megacycle band.

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A. H. OLDER, RADIO, FILM CORRESPONDENT, POLIO FATALITY

Andrew H. Older, 33 years old, a former assistant to Drew Pearson, and Washington correspondent for the Hollywood Reporter, Film Daily, Radio Daily, and Box Office Magazine, became the seventh polio fatality in Washington, D. C., when he died last Saturday (Oct. 7) in Gallinger Hospital.

Mr. Older was stricken with the bulbar type polio while at work the Wednesday before. According to Mrs. Older, her husband called home Wednesday to tell Mrs. Ray Goldstein, his mother-in-law, that although he felt ill, he would be guest speaker on a radio program at 5 P.M. Within half an hour, however, Mrs. Older said, he drove home and went to bed with a slight temperature.

"It looked just like a virus infection", Mrs. Older said.

Friday at 3:30 P.M., Dr. Irving Schulan called an ambulance to take Mr. Older to Gallinger. At midnight he developed pneumonia. The next day, however, Mr. Older appeared improved.

"At 8:30 P.M. Saturday the doctors put him in an iron lung to rest him", Mrs. Older said. "I yelled at him above the lung's motor, that he should be frightened, that he was put in the lung to rest. But at 11:30 P.M. he was dead.

A native of Hartford, Conn., Mr. Older was graduated with an A.B. degree from Trinity College there in 1937. He published a magazine in Hartford prior to coming to Washington in 1940. He was with Drew Pearson from 1944 to 1947.

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CBS-TV TO EXPAND DAYTIME NETWORK PROGRAM SCHEDULE OCT. 16

A new and expanded CBS Television Network daytime schedule, starting at 1:30 P.M., EST, on weekdays, will be inaugurated on Monday, Oct. 16, it was announced today by Hubbell Robinson, Jr., CBS Vice President in Charge of Network Programs.

In announcing the new schedule, which will add two hours daily to network programming, Mr. Robinson underscored the fact that it is aimed at exhibiting three important TV ingredients - high entertainment values, the characteristic informality of the medium, and variety.

"The programs that will make up CBS-TV's new and expanded weekday network schedule provide a wide variety of entertainment", Mr. Robinson said. "They are varied enough to keep early viewers watching program after program, and varied enough to attract a steady stream of new viewers throughout the afternoon."

Two of CBS' top personalities, Garry Moore and Robert Q. Lewis, will be spotlighted in five-a-week, full-hour comedy-variety shows when the network launches its new schedule on Oct. 16.

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JOHN WEST TAKES OVER NBC'S WESTERN DIVISION NOV. 1

John K. West begins his new duties November 1st as Vice-President in Charge of the Western Division of the National Broadcasting Company, with headquarters in Hollywood. Mr. West, who has been Vice President in Charge of Public Relations of the RCA Victor Division of the Radio Corporation of America, was elected to his new post at a meeting of the Board of Directors Friday, October 6th. He succeeds Sidney N. Strotz who recently resigned.

"We are delighted to be able to obtain the services of Mr. West", said Joseph H. McConnell, President of NBC. "Mr. West has an outstanding record of achievement in the field of public and artist relations as well as in promotion and advertising. It was Mr. West who conceived, organized and directed the recent nationwide tour of Maestro Arturo Toscanini and the NBC Symphony which achieved spectacular success and which has been acclaimed by experts as one of the greatest public relations events of recent years. His affiliation with NBC will bring his unusual abilities and experience to our West Coast operations and will add new impetus to their present widespread expansion in both sound broadcasting and television broadcasting."

Mr. West has been engaged in sales, advertising and public relations for RCA Victor since 1930.

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SCISSORS AND PASTE

Chicago Great City Water Mystery Solved
("The Chicago Tribune")

At 10:15 P.M. Sept.27, the water pressure in the city's 12 water pumping stations dropped sharply. The range varied from 33 to 30 pounds at the Central Park Ave. station to an 18 pound drop - from 42 to 24 pounds - at the Lakeview station.

The sudden drop aroused the interest of Public Works Commissioner Hewitt and he assigned his staff of engineers to find the cause.

Yesterday J. B. Eddy, Chief Engineer of the Water Pipe Extension Division, came up with the solution. at 10:15 on the night of Sept. 27 the Louis-Charles heavy-weight boxing match ended and thousands of persons who had been watching television broadcasts or listening to radio accounts of the fight got up to take a drink (water), start a bath, or use water for other purposes.

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Mrs. Roosevelt's Newest Broadcast Assignment
("Variety")

Under terms of the five-year contract signed by WNBC, NBC station in New York, for her five-times-a-week commentary show, Mrs. Eleanor Roosevelt is guaranteed $1,500 a week, with graduated income based on number of participating sponsors. Since show will also be syndicated to the web's other o.&o. stations, she'll also share in that aspect of the sponsorship.

Another unusual deal engineered by Ted Cott, WNBC General Manager, gives the sponsors a "personal endorsement" supplementary tie-in permitting them to use Mrs. Roosevelt's picture and plug in their other advertising media.

Mrs. Roosevelt tees off in the 12:30 to 1:15 P.M. slot, Monday-through-Friday, on Oct. 11. That's her 66th birthday and for all the occasion, station plans to air celebration festivities. (That 66 on the dial (station number) provides station with some added promotion fodder).

Mrs. Roosevelt will not do the commercials on her show, which replaces the Mary Margaret McBride program, which switches over to WJZ, N.Y., taking along her 19 clients with approximate billing of $450,000. Plugs, instead, will be handled by her "packager", son Elliott Roosevelt, who also packages his mother's Sunday afternoon TV show on NBC.

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Acheson Uses TV In His Business
("Drew Pearson")

Acheson is probably the first Secretary of State to use television in his official business. When he is in Washington and when Ambassador Warren Austin is waging tough forensic battle with Soviet Delegate Malik before the Security Council in New York, the Secretary sits before his television set to watch the performance.

Beside his chair, as he watches his Ambassador at Lake Success, is an open telephone line direct to Warren. And, as Warren debates with the Soviet delegate, the Secretary picks up the phone to suggest new answers to the stream of Russian abuse.

There was a time when an exchange of diplomatic notes between the United States and a foreign country required six weeks to two months. They had to be taken across the Atlantic by clipper ship. Later, the time of exchange was narrowed to a couple of days. But now, with television, it's instantaneous.

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WCFM, Washington Co-op, Gets Over

(Sidney Feldman in "The New York Times")

For almost two years WCFM, Washington's cooperative FM radio station, has been endeavoring to carry out its "mission" as a channel for democratic expression, good taste in music, and integrity in advertising.

The station was inaugurated in the Fall of 1948, the high tide of FM radio, when newcomers were welcomed as the best hope for revitalizing jaded AM radio. Feeling that "the future belongs to FM", a small and enthusiastic committee of amateurs representing twenty-one cooperative and civic groups ventured into the unknown ether.

They sought a magnified community voice for groups including citizens' associations, women's clubs, P.T.A.'s, churches, labor unions, educational organizations and social agencies. The Potomac Cooperative Federation was selected to organize the station as a consumers' cooperative under District of Columbia laws, because it had the most business experience and underwrote a substantial amount of the capital needed.

Outstanding common stock of WCFM can be held only by consumer cooperatives in the Washington area, which altogether have from 30,000 to 40,000 members sharing ownership. Revised by-laws give the initiative in WCFM affairs to preferred stockholders subject only to a veto by common stockholders. This precaution serves against "capture" of the station by any group not sympathetic with cooperative principles.

Almost 3,000 individuals responded to the prospectus which asked, "Have you ever thought of owning a radio station?" Owners of WCFM preferred stock include John Dewey, educator; Leon Henderson, former OPA administrator; Representatives Adolph Sabath of Illinois, and Richard Bolling of Missouri, and others.

Many stockholders in outlying areas originally could not listen to their own station, but that condition was remedied when WCFM became the hub of a network of stations in areas from which came much of its financial backing. In June, 1949, the station began broadcasting its commentators to stations on both coasts. These veteran observers in the nation's capital include Marquis Childs, featured columnist; Mrs. Raymond Clapper, widow of the journalist; Robert Nathan, economist and former War Production Board member; B. S. Bercovici, columnist and lecturer and Joseph C. Harsch, chief of "The Christian Science Monitor", Washington news bureau.

Their programs, bringing a fresh, liberal viewpoint to radio, are piped by special wire to WFDR-FM, New York and brought by tape recordings to WVUN, Chattanooga, and KFMV, Los Angeles, all

(Continued on Page 16)

TRADE NOTES

The American Cable & Radio Corporation and subsidiaries reported last week a consolidated net profit of $118,913 for the eight months ended August 31, 1950 as compared with a deficit of $460,916 for the comparable period of 1949.

Results of operations during the months of July and August, 1950, showed net profits of $226,968 and $362,432, respectively, as compared with deficits of $257,509 and $131,975 during the same months in 1949.

NPA Administrator William H. Harrison last week announced the appointment of Glen Ireland as an Assistant to the Administrator. Mr. Ireland has been granted a leave of absence from his post as Vice President and General Manager of the Pacific Telephone and Telegraph Company, Northern California and Nevada Area.

A native of Iowa, Mr. Ireland was associated with the American Telephone and Telegraph Company of New York City, serving in various engineering capacities. Mr. Ireland was elected Vice President of the Pacific Telephone and Telegraph Company on January 1, 1947, in charge of revenue requirements and regulatory matters.

The Frederick W. Ziv Co. of Cincinnati, Ohio, last week sued Representative O'Konski (R), of Wisconsin for $17,790 on the complaint that he failed to pay for transcribed radio programs purchased by his radio station. The Ziv Co. makes and sells records for use by stations.

Curtis A. Haines, formerly General Manager of the Photoflash Division has been appointed General Manager of operations for the Radio Tube Division and the Television Picture Tube Division of Sylvania Electric Products, Inc.

Mr. Haines joined the factory engineering staff of Sylvania Electric at Salem, Mass. in 1929 and in 1941 was appointed manufacturing superintendent for the Company's Salem radio tube plant. During World War II he served as general manufacturing manager of Sylvania's proximity fuze tube operations.

Raytheon Manufacturing Company, manufacturer of electronic equipment and television sets, reported Tuesday (Oct. 10) that net sales for the quarter ended Aug. 31, 1950, increased approximately 50 per cent over the corresponding quarter a year earlier, and that as a consequence the company operated at a profit, contrasted with a loss for the August, 1949, quarter.

Net income for the August quarter amounted to $568,885, equal to 29 cents a share on 1,736,753 common shares. This compares with a loss of $546,774 for the similar quarter of the previous fiscal year.

Sales totaled $17,834,124 for the latest quarter, compared with $9,003,700 a year earlier.

The reports stated that the company had leased a plant with 15,000 square feet of space at Quincy, Mass., for the production of electronic tubes.

Cecil & Presbrey, Inc., advertising agency, in a reorganization of its television staff, has named J. Frank Gilday Director of Television. He will be assisted by Leo M. Langlois, formerly with Campbell-Ewald Co., Inc., who will serve as executive producer. William Patterson, former Columbia Broadcasting System Director, becomes production supervisor, and Joseph Lamneck will be in charge of commercial production.

Carl E. Scholz has been appointed Vice President and Chief Engineer of All America Cables and Radio, Inc., and The Commercial Cable Company.

A graduate of Stanford University, Mr. Scholz has been associated with the I.T.& T. system and its affiliated companies since May, 1917. Mr. Scholz has been a Vice President and Director of Mackay Radio and Telegraph Company since 1945 and 1948, respectively, and in February of this year was appointed Vice President and Chief Engineer, in charge of Mackay's engineering and plant department.

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(Continued from Page 14 - WCFM, Washington Co-op. Gets Over)

three stations operated by the International Ladies' Garment Workers' Union. In the Midwest these tape-recorded programs are transmitted by WDET, Detroit, and WCUO, Cleveland, both FM and operated by the United Auto Workers, and sometimes by WRFD, Worthington, Ohio, backed by Ohio Farm Bureau cooperatives. Included in the network are two privately owned commercial stations, WINX-AM, Washington, and WHAT-AM and FM, Philadelphia.

In covering the national scene, WCFM has carried two exclusive off-the-cuff talks by President Truman, as well as his talk and that by Secretary of State Acheson at the American Newspaper Guild convention in Washington last June. It also has broadcast talks by many Senators and Congressmen, labor leaders, foreign diplomats, United Nations officials and other national and international leaders.

Musically, WCFM has presented such diverse attractions as Sunday concerts from the National Gallery of Art, an informative and sophisticated, jazz show called "Hot House", and the classical "Music of the Nations" series, which was awarded second prize nationally by the Ohio State University Institute for Education by Radio. The station rules out both hillbilly music and singing commercials.

WCFM was among the 111 independent FM radio stations out of 114 which reported losses in 1949 to the Federal Communications Commission. Inflationary prices and incomplete capitalization largely are responsible for much of the station's financial condition. However, WCFM expected to lose money during its first two years on the air. Last November it was $75,000 in the red, yet management is optimistic. Station income is growing steadily from advertisers, special transcription services and syndication of commentators' talks.

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Founded in 1924

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Robert D. Heinl, *Editor*

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No. 1943

October 18, 1950

RCA, NBC, PILOT ASK COURT TO BLOCK COLOR BROADCASTING BY CBS

Steps to combat the Federal Communications Commission's ruling favoring the Columbia Broadcasting System's color television method were taken yesterday (Oct. 17) in Federal Court by the Radio Corporation of America, National Broadcasting Company and RCA Victor Distributing Corporation, a wholly-owned subsidiary of RCA. A similar suit was filed by the Pilot Radio Corporation in Brooklyn

From Washington came word that the color controversy might go before Congress. Representative Robert Crosser (D), of Ohio, and Chairman of the House Interstate Commerce Committee, said he would present the issue to his Committee when Congress reconvenes November 27. The Committee has jurisdiction over the FCC.

In a complaint filed in United States District Court in Chicago, RCA, NBC and the RCA Victor Distributing Corporation declared that the FCC order of October 10 adopting the color television method promoted by the CBS will result in irreparable injury and damage to the public, which has more than two billion dollars invested in television sets, to the nation's television broadcasters with their huge investments, and to the television manufacturing and distributing industry.

The complaint charged that the Order is contrary to the public interest, is arbitrary and capricious, exceeds the legal authority of the Commission and is not supported by the evidence.

"The effect of the Order", said the complaint, "is to authorize the commercial broadcasting of color programs upon CBS standards to the exclusion of the commercial broadcasting of color programs on any other color television standards. Thus, commercial broadcasting in accordance with the RCA system is prohibited, although it, unlike the CBS system, is compatible and can be received on existing receivers without modification and with degradation of picture quality, and which can be broadcast by all television broadcasters without dilution of their audience.

"Although the Commission has no jurisdiction over television set manufacturers, the Commission sought to require that such manufacturers agree with the Commission to build all their black-and-white television receivers according to specifications laid down by the Commission. These specifications required extensive alterations in present production model receivers. The Commission stated to the television set manufacturers that if they did not agree so to build their sets the Commission would forthwith and finally adopt the CBS color system.

"The Order adopting the incompatible CBS color system impairs the advantages of compatibility now possessed by the RCA system. If the Order standardizing upon the CBS color system remains in effect and receivers capable of operating on those standards are sold, the existence of those receivers in the hands of the public will operate

as a deterrent to the adoption of the RCA system by the Commission at some future date."

Injury to the public, broadcasters and manufacturers, as a result of the FCC order, was emphasized in the complaint.

"Ten years having elapsed since the adoption of commercial television standards during which the public has invested approximately two billion dollars in television receivers", the complaint stated, "the Commission cannot consistently with its obligation to protect the public interest adopt a color system which is incompatible with the black-and-white system on which more than 30,000,000 of the public depend for their television service.

"The broadcasting of television programs on the CBS standards will deprive broadcasters of the television audience that has been gradually built up over a period of four years, to the irreparable injury of the television broadcast service, and will deprive the existing television audience of a part of the television broadcast service, to the irreparable injury of the public interest."

Declaring that the Order cannot be sustained, the Court was informed that the Commission's staff engineer, who took the most active role throughout the hearing on behalf of the Commission's technical staff and who is in charge of the Commission's laboratory which tested the various color systems, invented a device usable only in the CBS system and applied for a patent thereon."

The suit said that because a majority of the Commission has no engineering background, the FCC decision, in large part, rested upon the engineer's advice. RCA said the engineer denied having financial interest in the device. However, RCA contended, his professional prestige and reputation were staked on the CBS plan.

The complaint pointed out that RCA and NBC have a present investment of approximately $100,000,000 in television. It was not until 1941, however, that the Commission first set standards for commercial operation of black-and-white television as a service to the public.

"The adoption of the incompatible CBS color television system will impede the future growth of the television industry upon which RCA and NBC, with all other television manufacturers and broadcasters, depend. It will as well imperil the imployment of the more than 30,000 people RCA and NBC employ in television manufacture, but also the hundreds of thousands employed throughout the television industry."

The complaint reminded the Court that the Commission's "First Report on Color Television", issued on September 1, shows that the Commission was not satisfied with the incompatible CBS system. There are many instances, it pointed out, in which the Commission stated that it desired more information with respect to defects of the incompatible system and the Commission's description of this system is in terms of "adequacy" rather than in terms of "high-quality performance."

"With minor exceptions", the complaint continued, "those of the television manufacturing industry who submitted comments with respect to said Second Notice stated that to change their production of black-and-white receivers so as to accept the proposed standards was impractical, unnecessarily costly to the public, and could not be done in accordance with the time schedule set forth in the Second Notice."

RCA comments submitted to the FCC pointed out the fact that the Commission's proposal to adopt an incompatible system was based on scientifically incorrect conclusions, was at variance with the evidence submitted at the hearings, and was contrary to the public interest, convenience and necessity, the complaint affirmed, adding:

"In addition, the comments directed the Commission's attention to certain readily available information of controlling significance which the Commission failed to consider although it had the duty to do so before reaching a final decision. This is particularly true in view of the fact that the Commission's Report showed that it did not understand various aspects of the RCA system."

The complaint declared the FCC's Order to be "illegal, void and beyond the power, authority and jurisdiction of the Federal Communications Commission."

The Pilot Radio Corporation of Long Island City, N.Y., longtime manufacturer of radio sets and pioneer in television, filed their suit in the Brooklyn courts. Pilot said the color ruling had brought cancellations of orders for sets and that the firm and its dealers "find themselves burdened with a large stock of black and white television sets which have been rendered unsalable. . ."

Both manufacturers attacked the incompatibility of the CBS system colorcasts as not being able to be received even in black and white unless they are specially adapted sets.

The Pilot company charged the FCC order was "beyond the lawful authority of the Commission and in violation of the legal rights of the plaintiff".

The suit charged the FCC order made all present television receivers obsolete and halted TV progress because the adapters and converters necessary for the CBS system could not be used on sets with a tube larger than 12½ inches. The public demand is for larger tubes, the suit said.

Two executives of the Crosley Broadcasting Corporation, speaking at Boston and Cleveland meetings, strongly criticized the FCC for its decision. In Cleveland, James D. Shouse, Chairman of the Board of the Crosley organization charged the FCC order will cost the American public $500,000,000 to convert their present black and white sets to receive CBS color both in color and/or black and white.

In Boston, Crosley executive John W. Craig called the CBS system "impractical". He said that whenever color telecasting does come into general use, including the CBS system, the bulk of TV programming will continue to be in black and white on exactly the same standards "as we have today".

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SET MAKERS DEMAND EQUAL TIME TO ANSWER STANTON COLOR CHARGES

A concluding snapper in the meeting of the Television Committee of the Radio-Television Manufacturers' Association in New York Tuesday (Oct. 17) was Robert C. Sprague, President, wiring Frank Stanton, President of the Columbia Broadcasting System, and asking for time on the CBS radio network to answer Mr. Stanton's broadcast of last Sunday night. Mr. Sprague's wire read:

"In accordance with broadcasting regulations and traditions calling for equal time on both sides of controversial public issues, RTMA requests 15 minutes between 6:00 and 6:30 P.M. Sunday, October 22, on CBS radio network for rebuttal to attacks on television manufacturers made by you last Sunday."

Mr. Stanton warned the public Sunday night to buy new television sets only if the manufacturers gave positive assurances that the receivers could be converted to the new CBS color system.

Speaking over the CBS network at 6 o'clock, Mr. Stanton accused many manufacturers of trying deliberately to confuse the public "with beligerent and misleading statements".

The RTMA Television Committee reassured the public that in the opinion of the best informed men in the industry, black and white telecasting will continue for years to come and that TV sets may be bought with confidence that they will receive the most popular television programs.

A program designed to give the public "all the facts" about color television and the future of black and white television was approved at a meeting in the Roosevelt Hotel Monday by the committee under the chairmanship of Dr. W.R.G. Baker, Vice President of the General Electric Co., Syracuse, N.Y.

"In the opinion of RTMA set manufacturers", Dr. Baker said, "the growth of color television under the system approved presently by the Federal Communications Commission will be necessarily very slow.

"Set manufacturers are confident that a completely electronic color television system which will be compatible with present black and white sets will be developed by the industry's engineers in the relatively near future. And when this system is developed, color telecasts can be received in black and white on present sets without any extra set equipment or any receiver modifications."

Dr. Baker said that the Committee will establish a subcommittee to prepare factual information for presentation to the public and the trade in an effort to clear up the confusion created by a misunderstanding of technical issues and the circulation of misinformation.

"We are confident that once the public knows the facts", Dr. Baker said, "that it will have no hesitancy about continuing to buy black and white sets in large numbers while the industry works out the technical problems of future color television."

A thoroughly bewildered public was greeted by two full-page newspaper advertisements today (Wednesday, Oct. 18), the first of which was by the Tele-tone Radio Corporation captioned, "Here's how you can have color television with Tele-Tone'Tele-color'", and reading in part as follows:

"Don't worry! Your investment is safe! You can have color with your Tele-tone set...Fast! Dependable! Low cost!

"Right this minute, the Tele-tone Corporation is speeding the mass production of a package converter called 'Tele-color' which will bring you Full Color reception on any Tele-tone Television set - past, present, or future.

"Deliveries start January 1st! You can buy any Tele-tone set you want today, knowing you'll be able to get color with it. So why not start today to enjoy the wonderful entertainment you get only on television? Go ahead and get your Tele-tone set now - you'll have color soon."

The second was a full page reply by Frank Stanton, President of the Columbia Broadcasting System, headed, "CBS Welcomes Tele-tone - The First Set Manufacturer to Bring You Color Television", which read:

"Last Wednesday, the Federal Communications Commission, acting in the interest of the public, authorized the CBS system for commercial color television broadcasting. Since then there has been confusion in the minds of many people about color television.

"On Sunday I went on the air to try and give answers to questions like: What does the CBS color system do to my present television set? When can I get color television programs? Should I buy a television set now - or should I wait?

"Now - one short week after the Commission's decision - one of America's progressive and responsible television set manufacturers has come up with another specific and practical method to provide the public constructive answers to these questions.

"The effect of his method is to say: You can have color television in your home in less than three months.

"If you are interested in television, I urge you to read his clear and specific announcement on page 12B of this paper."

There was also an ad by the Pilot Radio Corporation which read:

"Pilot Wants To Give You Color Television... But Not as a 'Flying Saucer'

"Pilot Radio Corporation is fighting for - not against - Color Television. But Pilot wants to give you simple, streamlined color TV. . . to protect you against unnecessary headaches and expense. And Pilot feels that the FCC is depriving you of satisfactory

color TV, by refusing the industry the additional time needed to make it available."

The ad showed a huge disc largeenough to cover a cabinet size television set called a "converter" and a small "adapter" about the size of a small radio set as contrasted to Pilot's new 19" model showing how their complete color television receiver would look if the FCC gave the industry additional time to develop it. The "Converter" the ad pictured was a dummy, as well as the "adapter" but gave an idea of what a motor driven color disc would look like.

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N.Y. MUNICIPAL STATION WNYC SEEKS TELEVISION

On behalf of probably the first city in the world seeking to go into the television broadcasting business, Seymour N. Siegel, New York City's Director of Radio Communications and the city's radio station WNYC, is in Washington to ask the Federal Communications Commission to reserve a sufficient number of channels for the future establishment of municipal television stations operating on a non-profit basis and devoted to educational programs of public interest.

"You are authorized and instructed to attend any meetings and make such representations to the Federal Communications Commission as will carry out the intent of this letter", a letter from Acting Mayor Impellitteri to Mr. Siegel read.

After reviewing the "truly unique and outstanding" service given the city's nearly 8,000,000 inhabitants by WNYC and WNYC-FM the Mayor wrote that it would be "tragic" to deprive the city of the use of the new medium.

"Our operations in television would be far greater than they have been in radio, since we have developed new techniques that were not known to us in earlier days", the Mayor went on. "Moreover, since WNYC has always been handicapped because it could not operate during evening hours, we are hopeful that the same impediment will not be present in television.

"The almost limitless possibilities in television as a means of visual education for our schools as well as for our adult citizens have already been proven. While the contribution of special time to such civic and educational programs from commercial stations will always be welcome, that is by no means a substitute for the control of and presentation by the city of its own material. The city needs its own television station."

The Mayor made public also a letter to the Federal Communications Commission, requesting that Station WNYC be allowed to operate after 10 P.M. on Nov. 7, to make a complete broadcast of election returns. The letter declared that WNYC had received such permission for about twenty-four years until 1948 and 1949, when it was denied.

"Services such as these are too valuable to be lost because of complete inflexibility of Administrative rules", the Mayor wrote.

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McDONALD SMASHES $350,000 BOOKIE RING IN ZENITH RADIO PLANT

Officials of the Zenith Radio Corporation in Chicago, who began an investigation several months ago when wives complained their husbands were gambling on the horses, Friday (Oct. 13) clamped down on bookie operations and plant gambling by firing an undisclosed number of employees who had acted as agents for bookmakers, and by bringing about the arrest of an outside news vendor who took bets.

"E. F. McDonald, Jr., President of the Corporation, who hired private detectives and directed the campaign to protect workers' earnings, said his investigation indicated employees in the Zenith plants at 6001 and 5801 Dickens Avenue had been contributing about $354,000 a year to gambling operations", The Chicago Tribune reported.

"The blow was the first to be struck at a multimillion dollar gambling setup that operates in factories and offices in many sections of the city and county. Commander McDonald said Friday's action was the outgrowth of a letter sent him last April by a 'Committee of Wives to Stop Plant Gambling'. The wives complained much of their husbands' earnings went from their pay envelopes into the bookies' hands.

"The committee charged that $2,000 was wagered daily by some of the plant's 5,097 workers and they asked management cooperation in clamping down on employees who fostered gambling by acting as bookie agents.

"Commander McDonald hired three private detectives who entered the plant as inspectors and studied all phases of the gambling operations. They learned the names of those who were taking bets and telephoning them to bookmakers.

"Eugene Raetz, President of the Zenith local, Independent Radionics Workers of America, and other union officials were consulted and approved of firing the gambling ringleaders."

The text of the letter to Commander McDonald from the wives' committee follows:

"You are guilty of tolerating a condition whereby employees are swindled of their earnings, upsetting their jobs and families, jeopardizing security, and contributing to the hoodlum element.

"The bookies and bookmakers are using plants throughout the city for their personal gains. News stands in front of and in factories are harboring a complete bookie system, with assistance by plant guards, use of telephones, and agents inside.

"Zenith radio plant supports six separate bookies; scratch sheets, and Racing News circulate through the plant. Employees spent, at Zenith, an estimated 1,000 hours daily doping horse sheets, making bets, phone calls, etc., at a cost to Zenith of $10,000 weekly.

"We know the names of all agents and bookmakers at Zenith. They will receive a copy of this letter. We trust you do not need our assistance and will leave the matter entirely in your hands. We want our husbands to bring their checks home in the future."

"Ted Leitzell, public relations director for Zenith, said it will build a newsstand on its grounds to be operated by Harold Covington, 40, a war veteran who lost his sight in a hunting accident", the Tribune continued. "Covington will take over the stand with the understanding he will not sell scratch sheets and will not become involved in gambling, Leitzell said."

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WTUX, WILMINGTON, DEL., TO FIGHT FCC ORDER TO GET OFF AIR

Radio station WTUX in Wilmington, Del., has promised to fight in the courts an order for it to wind up its affairs and go off the air within 90 days because of 1948-49 horse racing broadcasts.

The Federal Communications Commission, which issued the order last week, said the programs assisted Wilmington bookmakers in their business and had been used by them to further illegal gambling operations.

The Commission took the action - first of its kind - despite notice from the station that it had cut out all racing broadcasts and cancelled its contract with Armstrong Publications, which sponsored the programs and supplied the station with race results by teletype.

FCC said these actions were "belated reforms", and that it had concluded, in spite of station denials, that racing information put on the air during the Fall of 1948and the Spring of 1949 "was designed and intended to aid illegal gambling."

Gordon MacIntosh, President of WTUX, said the station will fight the FCC action through the courts "for it involves more than freedom of speech".

"The record in our case disproves all the charges against this station", MacIntosh declared. "Some outside opinion must have been read into the record for such an unjust decision to be rendered by the FCC. It is incredible that we should be condemned when approximately 100 radio and television stations are giving racing today."

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Radio broadcasting will figure largely in the defense of New York State in the event of bomb attack, it was stated by Gen. Lucius D. Clay, Chairman of the New York State Civil Defense Commission, in a letter to William Fay, Vice President and General Manager of broadcasting for Stromberg-Carlson Co. and Manager of WHAM, Rochester, N. Y.

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DAVID RAU IS NEW RCA COMMUNICATIONS ASST. V-P

Maj. Gen. H. C. Ingles, President of RCA Communications, Inc., in New York, has announced that the Board of Directors has elected David S. Rau as Assistant Vice President and Chief Engineer.

Mr. Rau, a graduate of the U. S. Naval Academy (as is Executive Vice President Thompson H. Mitchell of RCA Communications, Inc.) became a student engineer with RCA in 1922 and subsequently served at many of its radio stations and the New York office. His major field of activity until the advent of World War II was radio station design. Mr. Rau designed WRC, the original Radio Corporation broadcasting station in Washington, D. C.

During the war Mr. Rau (a Captain in the U. S. Naval Reserve) served on the staff of Rear Admiral Joseph R. Redman, wartime Director of Naval Communications, as head of the section concerned with cable and radio communication facilities. In this capacity he served on committees of the Board of War Communications and the Joint Communication Board of the Joint Chiefs of Staff.

Until this promotion, Mr. Rau has been Assistant to the Vice President in Charge of Engineering, Mr. Chester W. Latimer, to whom Mr. Rau will continue to report as Chief Engineer.

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PLANT PROTECTION GUIDES ISSUED BY NAB

As a result of the fact that considerable misunderstanding seems to have arisen concerning the procedure to be followed by broadcasters in securing plant protection and preventing sabotage, Justin Miller, President of the National Association of Broadcasters, has issued the following guides as ones which will secure effective action:

1. Do not approach your local FBI agent. He has no authority to act in response to your request for assistance.

2. Contact your local police departments.

3. Plant protection measures will be handled through your local police departments in cooperation with civilian defense organizations.

4. Prevention of sabotage will be handled through your local police departments. They will cooperate with the FBI in Washington through already well-established channels.

5. If for any reason a situation arises which requires action by your local FBI agent, he will approach you and indicate appropriate action on your part.

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COLUMBIA UNIVERSITY FINDS PRECEDENT FOR BREWERY MONEY FOR TV

Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism, last night (Oct. 17) accepted on behalf of the school a $100,000 contribution by the Joseph Schlitz Brewing Company, sponsors of a television series conceived at the school.

Erwin C. Uihlein, president of the brewing company, made the presentation at a dinner at the Pierre Hotel, New York City, preceding the premiere performance of the "Pulitzer Prize Playhouse" video series.

According to a spokesman for Young & Rubicam, Inc., advertising agency for Schlitz, contributions in like amounts would be made in the next two years if the company decided to continue the series.

"There is ample precedent for the Schlitz Brewing Company to act as sponsors for the 'Pulitzer Prize Playhouse'", said Dean Ackerman, who is also secretary of the Pulitzer Prize Advisory Board. "Vassar College was founded and endowed by Matthew Vassar, a Poughkeepsie brewer."

The contribution would be used, he said, "in furtherance of the educational, cultural and philanthropic objectives of the University and of its Graduate School of Journalism and in the advancement of the press, radio, television and other instrumentalities of communication."

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NEW TYPE DIAPHRAGM-TYPE MICROMANOMETER

A diaphragm-type micromanometer, which utilizes an electronic pick-up, has been developed recently at the National Bureau of Standards to measure differential pressures in the micron region. Constructed for use with a mass spectrometer, the micromanometer gives rapid, direct readings of pressure on a microammeter scale that can be calibrated directly in units of pressure. It is relatively insensitive to temperature changes, will operate in any position, and permits measurements that are totally independent of the type of gas or vapor being measured.

In the micromanometer, the metal "shield" is the diaphragm of the pressure call itself. Radio-frequency current is fed into a primary coil and induces a voltage in a secondary coil, mounted just above the diaphragm. The form supporting the coils is mounted rigidly with respect to the fixed portion (the brass disk) of the call. Mutual inductance between coils is therefore a function of diaphragm expansion and hence is indicative of gas pressure.

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GIFT TV SETS STALK JITTERY N.Y. COPS; EVEN O'DWYER QUESTIONED

If the question should be asked as to what the most tempting gift is at the moment, an answer might be, judging from the way the New York cops allegedly fell for it as revealed in the $20,000,000 gaming inquiry, a free television set. And the higher they were, apparently the harder they fell.

It seems to be getting so now that if any "higher up" is suspected of connection with the million-dollar-a-year police protection payroll, the first evidence the investigators look for is a fancy television set, the favorite gift of Harry Gross, boss bookmaker. In fact it has got to be such standard procedure that when former Mayor O'Dwyer, who returned to New York without being sent for, even he was not spared the embarrassing question.

"Did you ever receive a television or any other gift?" a newspaper man boldly asked him.

Mr. O'Dwyer's blue eyes were reported as going steely gray but he kept his temper.

"No", he replied with some emphasis.

Mr. O'Dwyer said he had come to New York to let his friends know that he had no knowledge of police-gambler relationships.

"If I had such knowledge", he said sternly, "I would have prosecuted it to the end. I had no knowledge of these disclosures."

Gift television sets began to appear in the picture prominently as early as Friday, October 6th, when raids were made on the homes of eight policemen where television sets given them as "gifts" by head gambler Gross were seized. The highest brass among these was Police Inspector Frederick Hofsaes, who resigned under fire and was the 21st policeman to resign since the gambling syndicate was exposed September 15th.

Asst. District Attorney Julius A. Helfand said Inspector Hofsaes is a police veteran of more than thirty-three years and had told a story concerning his television set that he considered to be "in glaring contempt of court".

Some time between Thanksgiving Day and Christmas, 1948, Inspector Hofsaes testified, according to Mr. Helfand, that a television set was delivered to his home at night when he was out. His daughter was at home and accepted the set, saw it installed and received a one year's service guarantee, although the Inspector admitted that he had never bought a set up to that time. Mr. Helfand made the point that the inspector when he got home did not call up the company that delivered it, the name and address of which was in the service contract "in clear language" nor did he notify the Police Department.

"We have definite, unimpeachable proof, by word of sworn testimony before the grand jury and by way of documentary evidence that the set was ordered by and paid for by Harry Gross, paid for by a notirious gambler and bookmaker", Mr. Helfand said.

The Assistant District Attorney said John Gilgan, a policeman attached to the Empire Boulevard Station testified to getting a television set - a console cabinet model - but that he didn't know where it came from despite the sending company's name on the service guarantee.

The inference was clear, Mr. Helfand said, that Gilgan was "selling" what he had learned in the course of his wiretapping to "Mike Aronson, associate of Harry Gross".

The prize television episode came to light when Kings County District Attorney, Miles F. McDonald, announced that his office had erred when it seized a television set in the home of a retired Inspector John E. Flynn in the Bronx. In the belief that it was one of eight sets that Harry Gross, Brooklyn bookmaker, had handed out to policemen as gifts, Mr. McDonald's men had taken the set in Mr. Flynn's absence on a search and seizure warrant.

Mr. Flynn himself corrected the error, it was learned, when he appeared before the grand jury with the Gross set and demanded the one that had been seized. The new one, he said, he had bought in a Queens store. Mr. McDonald willingly made an exchange.

Last Summer before Mr. O'Dwyer resigned as Mayor and was appointed Ambassador to Mexico, he had termed the inquiry a "witch-hunt". Last week O'Dwyer followed the Truman Marine Corps example, apologizing for the remark and saying he had "nothing but the highest compliments" for Mr. McDonald, the Brooklyn District Attorney who produced evidence of police-gambling tie-ups in New York five weeks ago.

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TIME BUYING CURBS TO BE REVIEWED SOON

Retailers were assured that the tightened installment buying curbs that became effective Monday, October 16th, would be reviewed "reasonably soon" with an eye to a possible overhauling.

A spokesman for the Federal Reserve Board, which ordered the controls into effect, said the check would decide whether they should be relaxed, tightened or left as they were. It may be made in about three weeks.

The new rules call for one-third down on automobiles. Initial payments on television sets, refrigerators and other household appliances, however, are raised from 15 to 25 per cent. For furniture, the down payment will be 15 per cent instead of 10.

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SCISSORS AND PASTE

Suggests FCC Be Hailed Into Court For Color Interpretation
("The New York Times")

The Federal Communications Commission has decided that television images in color must be transmitted by what is technically known as a "non-compatible system", meaning a system that will make it impossible for some eight million owners of television sets to receive even black-and-white from a color-transmitting station without paying about $400,000,000 for auxiliaries. Hence the consternation and dismay with which the decision has been received. Few voices have been raised in the Commission's defense. In arriving at its decision the Commission ignored the findings of a committee of scientifit experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, and appointed by the Chairman of the Senate Committee on Interstate and Foreign Commerce to make an impartial study of the status of color television.

The section of the Communications Act under which the Commission promulgated its decree directs it "to encourage the larger and more effective use of radio in the public interest." This broad language may justify the setting of long-term transmission standards to insure fidelity of reproduction in color or black-and-white, brightness of image and high quality in general.

But the Commission has not contented itself with setting standards. In effect it is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black-and-white with adapters. The Commission admits that the black-and-white images into which color is to be translated by installed sets at great expense will be of inferior quality. Yet the Commission is supposed to safeguard the public interest.

The testimony taken in committee hearings at the time the Communications Act became a law leaves it to be inferred that Congress had no intention of authorizing the Commission to invade the factory. It is true that the Commission's order applies only to television transmitting stations. It so happens that there is a lock-and-key relationship between a television station and a television receiving set. Hence any decision that affects television stations also affects manufacturers of home sets.

This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction. That correction can be made only if the Communications Act comes up in the Federal Courts for interpretation. The time for the judicial interpretation of the phrase "to encourage the larger and more effective use of radio in the public interest" has arrived.

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Mrs. FDR Preems With 8 Sponsors (Room for 12)
("Variety")

Mrs. Franklin D. Roosevelt will kick off her cross-the-board stanza on WNBC, N. Y., today (Wed.) with eight sponsors (show has room for 12). Among those inked are Flamingo orange concentrate, Toni, McKettrick-Williams dresses, Zenith and Emerson.

Bankrollers buying the WNBC show will be given first crack at participating in other markets, when these are opened for syndication. The airer is being offered first to NBC's o.-and-o. stations and affiliates. Elliott Roosevelt and Martin Jones, who are packing this series as well as Mrs. Roosevelt's NBC-TV program, told Variety that in the first 10 markets commercials by Elliott Roosevelt will be integrated into the show.

Guests on the opener today include RCA Board Chairman David Sarnoff, Fred Allen and UN delegate Ralph Bunche. Already taped, as will be most of the interviews (owing to Mrs. Roosevelt's United Nations work), are gabfests with Tallulah Bankhead, Elsa Maxwell, Perle Mesta, John Crosby and Jose Ferrer.

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Opportunity Doesn't Always Knock Twice
(Leonard Lyons)

Commissioner Happy Chandler, who sold the television rights to the World Series for $800,000 this year, was offered a million a year, for ten years, by the Ford Co. Chandler turned it down, positive that in the next few years the price will go up much higher.

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Only 1 TV Circuit Seen For Britain For Many Years
("Variety")

The British Isles will be blanketed by only one TV circuit for many years to come, and all stations operating will be hooked up for simultaneous broadcast of the same program. This was revealed to Variety by T.E. Henry, editor of the Manchester Evening News, who is visiting Hollywood.

BBC is currently operating one TV station at the Alexandra Palace in London and is building transmitters near Birmingham and at Hunterfield, between Manchester and Leeds - both of which will be ready next year. These three stations, going up the middle of England will virtually cover the entire country. Two smaller stations, fed by relays, are planned near the borders of Wales and Scotland, to eventually give complete coverage of the British Isles.

Programming is entirely different than in the U.S., Mr. Henry stated. During school vacations and holidays, afternoon programsare broadcast on TV for the kids, consisting mainly of old western films and serials. Night programs start at 8 o'clock, and are split up between plays, varieties and old film features. Station signs off about 10:30.

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TRADE NOTES

Four RCA Victor Division packaging and materials handling engineers were the winners of two first places and two honorable mentions in a competition sponsored by the Society of Industrial Packaging and Materials Handling Engineers during the Society's fifth annual Exposition, held at Philadelphia Convention Hall from October 10-12. The packaging competition was open to all major industries in the country.

M. H. Watson, Materials Handling Engineer at the RCA tube manufacturing plant in Lancaster, Pa., and J. P. O'Hanlon, Packaging Engineer of the RCA Parts Department, Camden, tied for first place in the materials handling competition.

Fourteen hundred mail and phone requests were received in two days answering offer on "Battle Report, Washington" by WNBW, Washington, for booklet "Our Foreign Policy", a Department of State Publication. 1200 via mail, and still coming in.

The New York headquarters of the Radio-Television Manufacturers' Association's Engineering Department and Data Bureau was moved this week from 90 West Street to 489 Fifth Avenue, just off 42nd Street.

The RTMA office is located in suite 710-711 and the new telephone numbers are Murray Hill 2-8190-8191-8192. Larger space afforded by the new location will take care of the continuing expansion of the services now rendered by the RTMA Engineering Department. Facilities include a conference room which will accommodate most of the committee meetings of the Engineering Department.

Admiral Corporation, television and appliance manufacturer reported from Chicago Monday, Oct. 16, consolidated net earnings of $5,253,685, or $2.63 a common share, for the third quarter ended Sept. 30. This compared with $1,475,884, or 74 cents a year ago.

Sales for the three months this year were $63,629,146 compared with $23,967,745 last year.

For the nine months ended Sept. 30 sales were $166,924,994 and earnings $13,176,417, equal to $6.59 a share. In the like 1949 period sales totaled $77,078,151 and earnings $4,631,574, equal to $2.32 a share.

Miss Selene Wolf, daughter of Mrs. Etta Wolf of Sunnyside, Long Island, N.Y., and niece of Miss Frieda Hennock, FCC Commissioner, was married yesterday in New York City to Seymour Sheriff of Washington. Rabbi Irwin N. Blank performed the ceremony in his study at Temple Emanu-El in New York City, and a reception followed at Hotel Pierre.

Bill Herson, WRC commentator, will begin something novel in Washington, D. C. in money circles, on Monday, Oct. 23. WRC listeners can "purchase" a $525 RCA Eye Witness combination TV set with "Confederate Money", the press release stated. "This is on the level. Listeners must wright in the amount of confederate money they wish to bid, the number of bills,not face value of the money.The top bidder will be given title to the set. This is considered to be the 1st time since 1865 that Confederate money has been known to have real buying power."

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1944

October 25, 1950

FCC GAVE SEN. JOHNSON-CONDON COLOR TV REPORT BIG BRUSHEROO

It was confirmed this week that not only did the Federal Communications Commission give Senator Johnson (D), of Colorado, such a beautiful run around in ignoring the Condon report, so dear to his heart, that in the opinion of at least one well-informed individual, even the Senator himself believed the report had been considered and followed. Senator Johnson, Chairman of the Senate Interstate and Foreign Commerce Committee, had caused the organization of a committee of experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, to make an impartial study of the status of color television. Later, no less a person than the Editor of the New York Times charged that the FCC had flatly ignored the Condon report when it was presented.

These sensational accusations were brought out against the Commission in connection with a letter written to the Times by Frank Stanton, President of the Columbia Broadcasting System, referring to a Times editorial.

"The confusion and misunderstanding about the Federal Communications Commission decision concerning color television has engulfed even The New York Times editorial page", Mr. Stanton began. "The editorial of Oct. 18 is appropriately entitled 'Television Chaos' but the chaos inheres not in the Commission decision but in your interpretation thereof."

The Stanton letter was lengthy and we asked a leading television manufacturer to read and digest it for us.

"Mr. Stanton", the manufacturer stated "when referring to the Condon Committee states, 'The areas of agreement between the Commission findings and the report of the Condon Committee are far greater than the areas of disagreement.'

"Senator Johnson in his letter released to the press October 19th states 'That Committee of scientists examined every proposed system of color television, conferred with electronic experts, analyzed the nine months of testimony before the Federal Communications Commission, and personally witnessed field and laboratory demonstrations of various systems, and in July of 1950 submitted its report. That report said unequivocally and with finality that commercial operation of color television is here now.'

"You see from the above even Senator believed that the report of the Condon Committee which was formed at Senator Johnson's request was considered and heeded. Now comes the statement of the Editor of The New York Times. 'That the FCC ignored the Condon report was brought out on September 10th at The Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply:"The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision." The Condon

report was issued on July 10th, time enough for its consideration.

"'Mr. Stanton's statement that the areas of agreement between the Condon Committee and the FCC are far greater than the areas of disagreement is not borne out by the Condon report. On page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement.'

"That above should be brought out in print as it injects a new angle namely that even Senator Johnson believed that the Condon report was considered and followed which, of course, is not fact."

The verbatim reply of the Times editor follows:

"Mr. Stanton overlooked the fact that we expressly conceded the right of the Commission to set standards, but questioned its right to set up systems of transmission.

"That the FCC ignored the Condon report was brought out on Sept. 10 at the Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply: 'The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision.' The report was issued on July 10 - time enough for its consideration.

"Mr. Stanton's statement that the 'areas of agreement' between the Condon Committee and the FCC 'are far greater than the areas of disagreement' is not borne out by the Condon report. On Page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement.

"Mr. Stanton says that 'each manufacturer remains free to make precisely the kind of television set that he chooses.' The manufacturer who does not produce a set that will conform with Mr. Stanton's system courts bankruptcy within five years or so.

"How does Mr. Stanton know that the odds are against the development of a 'compatible' color system? The Condon committee arrived at different conclusions on Pages 37 and 38 of its report.

"Mr. Stanton thinks that in the public interest the FCC had to arrive at a prompt decision. The Commission has been considering television for ten years. The Condon Committee was appointed because the vacillation and dilatoriness of the FCC forced the Senate to seek the best technical advice that competent technologists could give."

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SPRAGUE, RTMA; STANTON, CBS, CONTINUE COLOR TV SNIPING

Assurance was given to the television public last Sunday night (Oct. 22) by Robert C. Sprague, President of the Radio-Television Manufacturers' Association, that "black-and-white television sets are a better investment today than ever before" because of the better programs on the air, and that new sets can be bought "with confidence that they will continue to receive these programs for many years to come."

Mr. Sprague, who is also President of the Sprague Electric Company of North Adams, Mass., spoke over the same facilities Mr. Stanton had used the Sunday before, namely the Columbia Broadcasting System in reply to CBS President Frank Stanton who criticized television manufacturers and praised the color wheel system of television recently authorized by the FederalCommunications Commission.

Only a limited number of color programs are scheduled for broadcasting, Mr. Sprague said, and "most of these broadcasts apparently will be in fringe hours when the average person is at work or asleep, and will not include the popular evening programs".

"It is a fair assumption, therefore", he continued, "that only a very small percentage of present TV set owners will buy adapters and color converters, even when they are freely available."

The best programs will always be available in black-and-white, he maintained, since few advertisers will abandon the mass audience available in black-and-white for the smaller number of persons who will be willing to pay extra for color.

The recently authorized color system, he said, is subject to definite limitations at present because of the restricted size of the pictures and the necessary use of a whirling color disc. A permanent disadvantage, he said, was its incompatibility, which prevents color broadcasts from being received on existing television sets, even in black-and-white, without costly and inconvenient changes to the set.

"Long before the present color system can win any real measure of public approval or establish a substantial audience", he predicted, "the combined talent of America's electronic engineers will have developed an all-electronic and compatible color system which will probably replace the present incompatible system."

Mr. Stanton commenting via press release the same evening after Mr. Sprague's talk, said:

"Mr. Sprague's statement is further proof of the bad faith of the Radio-Television Manufacturers' Association in violating its sworn commitment before the Federal Communications Commission.

"On May 5, 1950, the then President of the RTMA, testifying under oath before the Commission, explicitly committed the RTMA to

'accept' any color decision of the Commission. He testified that '...the Association would certainly go along with any decision of the Commission, obviously.' Now, however, RTMA has created a million dollar slush fund to attack the Commission decision and Mr. Sprague's broadcast is part of that attack.

"The burden of this attack against the FCC decision is that a compatible system can be developed in the near future. This argument has been refuted by repeated failures to fulfill similar promises in the past.

"In 1947, the RTMA, in opposing the CBS color system, promised the FCC that within 18 months the RCA 'simultaneous' color system, which was claimed to be compatible, would be ready for adoption. That system died in the laboratory because of fundamental defects.

"In August 1949, RCA and Color Television, Inc. each announced compatible systems. RCA told the FCC that in its system all its objectives had been achieved. But the RCA color pictures when demonstrated were unsatisfactory. Later, during the FCC hearings, RCA claimed it had cured its troubles. But the pictures were still bad. CTI also went through the same process, changing its system several times and each time claiming success, but its pictures also remained unsatisfactory.

"The inherent difficulty, if not impossibility, of combining compatibility and satisfactory color pictures was summarized by the FCC in its color report as follows: '...the Commission is of the opinion, based upon a study of the history of color development over the past ten years, that from a technical point of view compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color. In order to make these systems compatible, the alternatives have been either an unsatisfactory system from the standpoint of picture quality, or a complex system, or both. A complex color system will have such formidable obstacles in its path that there is no assurance it would be acceptable to the American public.'

"The danger to the public of delaying the adoption of color standards each time someone promises another compatible system was emphasized by the Commission in these words: "...the Commission cannot overlook the obvious fact that one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public.'

"We question whether the RTMA really wants compatibility. We suggest that what it really wants is to hold back color, and that it is preserving the issue of compatibility only to achieve that delay.

"For if the members of RTMA really want compatibility, they have had, and now have, it in their power to give compatibility to the public under the CBS system. Eight months ago they were invited by the Chairman of the FCC to give it to the public. They refused to do so, and they continue to refuse to do so.

"To provide compatibility under the CBS system is easy, quick and inexpensive. The former President of RTMA -- Mr. Sprague's predecessor -- admitted this under oath a year ago. He testified that built-in compatibility for the CBS system is 'a very minor change'. He swore that 'the added time to include those parts in the set during production...would be a matter of minutes'; and that all of the sets on the floor of the Crosley plants -- of which Mr. Sprague's predecessor was Executive Vice President -- 'could have been changed in a day or two'. RCA stated under oath that this built-in compatibility would add only seven to ten dollars to the retail price of its receivers.

"Taking these easy, quick and inexpensive steps to provide compatibility from now on would go far to solve most of the problems which the manufacturers are emphasizing so heavily. If the manufacturers had not rejected FCC Chairman Coy's suggestion last February, owners of the millions of black and white sets sold since then would have no compatibility problem today. If manufacturers do not continue to turn their backs on providing built-in compatibility, the tens of millions more of new sets to be built hereafter would be able to receive color programs at least in black and white.

"In these circumstances, the RTMA's sincerity about compatibility is open to question. They themselves are intensifying the compatibility problem -- and they are at the same time crying to the public that color is a long way off because so few sets will receive CBS color.

"It is not too late for the manufacturers to turn away from their destructive course which is confusing the public and hurting all segments of the industry -- dealers, station owners, and the manufacturers themselves. We appeal to the statesmen in the RTMA to return to RTMA's original commitment that it would accept the Commission's color decision. Only by keeping its word can the present difficulties be minimized, can the industry go forward in harmony, and can the public best be served by this great advance in television."

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TONEY NAMED RCA VICTOR PUBLIC RELATIONS DIRECTOR

James M. Toney, Advertising Manager of the RCA Victor Home Instruments Department, has been appointed Director of Public Relations of the RCA Victor Division, Radio Corporation of America. Thomas J. Bernard will continue as Assistant Director of Public Relations.

Mr. Toney will succeed John K. West, who leaves the RCA Victor Division to join the National Broadcasting Company as Western Division Vice President.

Mr. Toney joined RCA Victor in Chicago in 1943. He was born in Indiana and attended the University of Illinois.

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WGN-TV ENTERING FIGHT LABELS FCC EDICT - "POLITICAL TV"

Thus far confined to the Federal Communications Commission and the set manufacturers, WGN-TV, Chicago, last week was among the first of the country's large television stations to enter the fight.

The Chicago Tribune, which operates WGN, said editorially:

"The Federal Communications Commission has given the Columbia Broadcasting System a license to broadcast commercial television programs in color, and as a result the air is full of technical and economic arguments and threats of lawsuits.

"There are several sponsors of color television systems, but only two approaches to the problem. One system, Columbia's, is partly mechanical. It uses a whirling disk to put color on the screen. The other approach, in which Radio Corporation of America (which owns the NBC chain) has made the most progress, is wholly electronic.

"The Columbia system is the farther advanced in laboratory development at present, though it has had little field testing. Many of its demonstrations have been on closed wire circuits - not broadcasting. RCA is believed to have made great progress in recent months. Its remaining problems are of the sort that good electronic scientists should be able to solve, engineers tell us. Another electronic color system is being developed by Color Television, Inc., a California concern.

"The great difference, to the present set owner, is that RCA color television, if and when it is perfected, can be received in black and white on existing sets, though not in color. Columbia color television requires adapters, of which one has been designed to bring in the programs in black and white, and an additional one to bring in color.

"Within recent weeks Wayne Coy, Chairman of the FCC, came out to a convention of television manufacturers in Chicago and told them that if they would agree to begin installing in their new sets, almost immediately, a 'bracket standard', color television would be kept on an experimental basis for a while longer. If they refused, Columbia was to be given an immediate commercial license, he threatened.

"A 'bracket standard' is not, as we innocently inquired of an engineer, some bit of hardware inside a television cabinet, designed to provide space for a color adapter. It is a virtually complete second receiver for color. This is somewhat as if the government required automobile manufacturers to equip all cars with carburetors and motors capable of burning fuel oil as well as gasoline.

"The manufacturers, after Coy refused a 60 day delay which they asked for the purpose of figuring costs, turned his proposal down. They felt they would be buying a pig in a poke.

"The intervention of the FCC in the color television field, at its present stage of development, makes no more sense than govern-

ment intervention in the photograph turntable fight would have done. The public eventually will have to decide the television dispute, also, by its patronage, and the rival systems could well have been left to fight it out for this public acceptance.

"The members of the Commission who had an engineering background voted against the order. The case smells of a New Deal fix. Unless Columbia can find an audience for its programs, however, it seems unlikely to stick."

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BRITISH SEE NO TV IN COLOR BEFORE '60; TEST TWO SYSTEMS

Britons do not expect to have color television before 1960. The British Broadcasting Corporation, the government's radio monopoly which has been conducting experiments in colorvision, believes development of color TV before 1960 would "interfere with the perfection of black and white production".

Experiments in colorvision have been carried out for three years at a research station at Kingswood Warren, Surrey, at a cost of $560,000 a year, according to a London dispatch. Two methods of development similar to those used by American manufacturers have been favored by BBC experts.

These are the disk filter method, which transmits a sequence of pictures in red, green, and blue to give the appearance of a continuous color picture, and the cathode ray tube system, which operates on a principle similar to black and white transmission.

Both systems were demonstrated publicly by the BBC recently in an effort to determine which would be most suitable for further experiments. Two London hospitals which used the disk system for instructional purposes in surgery were reported enthusiastic.

"This method shows the tissues and organs more plainly than a black and white tone", said a spokesman of one hospital. The demonstrations resulted in thousands of television licensees asking if their sets will be obsolete when color vision comes to stay.

The BBC says present sets would need only an adapter to receive colorvision and, like American experts, assert that because of its high cost, "colorvision may never completely replace black and white".

"It will take about 10 years before a British color system is ready", says the BBC. Even then, BBC experts believe the necessary adapter will add 33-1/3 per cent onto the basic price of a television set.

"Britain has made considerable progress with the disk system, according to Dr. Peter Goldmark, television head of the Columbia Broadcasting System. "It is certainly as good as, and in some respects better than, the American version", he said recently.

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NBC'S RADIO, TV PLANS TOLD AT LARGE STATIONS CONVENTION

The National Broadcasting Company's plans for further increasing the already high popularity of radio with the public and advertisers while advancing television toward still further success were unfolded last week at the network's fourth annual convention of its affiliated stations at White Sulphur Springs, West Virginia.

The network's blueprint calls for building on radio's strong points, Joseph H. McConnell, President of the National Broadcasting Company, told the record attendance of more than 300 station managers, owners and executives.

Outlining NBC's commanding lead in television on the basis of talent, program popularity, facilities and sales, Mr. McConnell predicted that the medium would rapidly overcome the complications of ifs early growth and eventually become more profitable than radio.

The traditional ingenuity of American broadcasters in exploiting radio's unique qualities of economical coverage insure it a healthy future in competition with all other media, the broadcasters were told by Niles Trammell, Chairman of the Board of NBC.

Mr. Trammell assured the broadcasters that the 1950-1951 market will offer all advertising media, and radio in particular, their greatest opportunities in recent years. By next Spring, he reported, 3,000,000 more people will be added to civilian payrolls and consumer income, after increased taxes and larger savings, will exceed that of 1949 by $6,000,000,000. A recent A.N.A. survey, he added, shows that many advertisers intend to increase their 1950 expenditures in 1951. Radio's more aggressive showmanship, its economically priced programs of high appeal, its stepped-up promotion, its greater research and its ability to offer the advertiser flexibility in program selection and in program combination will bring radio broadcasters a greater share of this future business, Mr. Trammell predicted.

Charles R. Denny, NBC's Executive Vice-President, charged that the current Nielsen audience ratings and the recent report of the Association of National Advertisers both underestimated radio's full listening audience. He revealed four new and revolutionary radio sales methods devised by NBC by which advertisers at minimum cost can obtain high rotational circulation in various combinations of radio and television periods and through tape recordings of television program highlights.

Discussing radio, Mr. McConnell revealed that NBC in the past year had invested $9,000,000 in radio talent and show properties to insure its program leadership and for high-spotting its program lineup with entertainment programs surrounded with highly salable programs of lower cost and strong popularity.

When present construction plans are completed, NBC's plant investment in television will be between $35,000,000 and $40,000,000, Mr. McConnell disclosed.

The promotion of William F. Brooks to the new post of Vice-President in Charge of Public Relations was announced.

At the same time Mr. McConnell announced the creation of another new post, that of Vice-President in Charge of Station Relations, and stated that he would recommend the election of Carleton D. Smith to that position at the November meeting of the Board of Directors. Both posts have been newly created as part of NBC's continuing expansion of its operations. Mr. Brooks has been Vice-President in Charge of News and Special Events, and Mr. Smith is Director of Television Operations for the network.

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ILLEGAL TV STATION DENIED BY SYLVANIA

A spokesman for Sylvania Electric Products Company, charged by the Federal Communications Commission with illegal operation of a television stations, said last Saturday (Oct. 21), "We are of the opinion we have not been doing anything illegal."

The company was identified last Friday by the Commission as operator of a television station at Emporium, Pa., that had not been registered as required by Federal law.

The company spokesman said: "In connection with the press release of the FCC, it is true that we have an automatic satellite station in the area of Emporium and which is used for company experimental work in connection with our radio television tube operations.

"We are of the opinion that we have not been doing anything illegal as claimed by the FCC. Our operations were not of the type which we believe come under control of FCC any more than if it were a wire link between satellite station and our operations in the valley. We are confident that the effect of these operations were local and did not extend beyond the confines of our immediate vicinity."

The press release given by the FCC to the press read:

"On Thursday, October 19, 1950, the Federal Communications Commission closed in on the first illegal television station located by the Commission. The television station had been broadcasting intermittently since September 1, 1950, and regularly for about the past three weeks at Emporium, Pennsylvania, and was constructed and operated by the Tube Division of Sylvania Electric Products, Inc., one of the largest television tube manufacturers in the country. The Sylvania unlicensed, illegally operated, television station was rebroadcasting the NBC network programs emanating from WNBC-TV in New York and broadcast in Johnstown, Pennsylvania, by WJAC-TV.

The transmitter located on top of Whittemore Mountain at a point about 1½ miles southwest of Emporium, Pa., was rebroadcasting on television channel 7 the broadcast received on Channel 13 from television station WJAC-TV, Johnstown, Pa. These television broadcasts were in violation of Section 301 of the Communications Act

which requires a license for all radio stations, Section 318 of the Communications Act which requires that such stations be manned by licensed operators, and Section 325(a) of the Communications Act which provides that no broadcast station shall rebroadcast the program of another broadcast station without the express authority of the originating station.

The illegal televising was accomplished by the construction of a 90 foot tower on top of Whittemore Mountain and then rebroadcast by audio and video transmitters. The station went off the air at 5:10 P.M. Thursday, October 19th after Commission personnel conferred with Robert Merkle, Office Manager of the Radio Tube Division of Sylvania Electric Products, Inc., and Eugene Overmeir, Manager of Commercial Engineering at the Sylvania-Emporium plant who constructed the illegal transmitter under orders received from his immediate superiors.

Mr. Merkle stated that the television transmitter was constructed at a cost of approximately $7,000 in spite of the fact that Sylvania officials had been informed that such operation could not be conducted without first being licensed by the Federal Communications Commission. Mr. Merkle also stated that the television broadcasts were made because the Sylvania plant officials at Emporium decided that they needed such operations and said that they never applied for authority to so operate because they knew the Commission could not grant such authority at that time.

The maximum penalty for the operation of the illegal television station is 2 years' imprisonment or $10,000 fine or both for each count on which conviction for such illegal operation is had.

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RCA EXTENDS TEX EXCHANGE SERVICE WASHINGTON TO NETHERLANDS

A customer-to-customer overseas radio teleprinter exchange service has been inaugurated between Washington, D. C., and the Netherlands.

Extension of TEX to Washington, Mr. H. C. Ingles, President of RCA Communications, Inc., said, provides direct two-way teleprinter connections between the various governmental agencies and business firms in the American capital and their Dutch contacts. The RCA teleprinter installations in customers' offices are connected directly to teleprinters in Holland through the Dutch TELEX network, which correspondonds to the domestic teleprinter network (TWX) in this country.

Participating in the official opening of the TEX circuit between Washington and Holland were the Netherlands Ambassador to the United States, Dr. J. H. Van Roijen, and Dr. D. U. Stikker, Minister of Foreign Affairs in The Hague, who exchanged messages complimenting the new service.

Charges for TEX are made on a time basis rather than on the usual telegraph word-count basis. Rates are $3.00 per minute with a $9.00 minimum for each connection. Operating at a speed of approximately 60 words per min., the new service provides facilities comparable to normal conversational speeds by transoceanic telephone, and at a lower cost per minute. Regular telegraph charge 30¢ per word.

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LOUISVILLE ADDED TO TOP FLIGHT COAXIAL TV

A second coaxial circuit from Indianapolis to Louisville, which will make full-time network service available to the two television stations now operating in the latter city, was placed in service last Sunday (Oct. 21) by the Long Lines Department of the American Telephone and Telegraph Company. Originally scheduled for December 1, completion was advanced by five weeks to meet requirements for network service to the Blue Grass State.

Louisville was joined to the Bell System television network at the end of last month, the same date that 13 other southern and midwestern cities were connected. The present Bell System network serves 73 television stations in 42 cities and extends as far west as Omaha and as far south as Jacksonville.

A network program originating in New York would travel by either coaxial cable or radio relay facilities to Toledo, O., then south by coaxial cable to Dayton, O. From this city it takes to the microwaves for five instantaneous hops to Indianapolis, then underground again via coaxial on the final leg into Louisville.

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PAUL PORTER GOES HIGHER IN ECA

William C. Foster, Economic Cooperation Administrator announced this week that Paul R. Porter, Chief of the ECA Special Mission to Greece had been advanced to the post of Assistant Administrator for Program. Roger D. Lapham was appointed to succeed Mr. Porter in Greece.

Mr. Porter was appointed Chief of the Mission in Greece a little more than a year ago. He formerly had served as Chief of the United States Permanent Delegation to the United Nations Economic Commission to Europe at Geneva. His home is at Kenosha, Wis. He is 42. In his new post he succeeds Richard M. Bissell, Jr., who was recently named Deputy Administrator.

Mr. Porter was formerly Chairman of the Federal Communications Commission and before that a member of the Washington staff of the Columbia Broadcasting System. He is spoken of from time to time as the next Senator from Kentucky.

Mr. Foster emphasized that no change in the ECA program for Greece was contemplated in making the personnel changes. The ECA, he said, "is hopeful that the Greek Government will carry out a nine-point program, which was recently suggested in a letter from Mr. Porter to Prime Minister Venizelos." "In accomplishing these measures, which are designed to enable greater progress toward Greece's recovery, the Government will have the full support of Mr. Lapham", he added.

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BOX OFFICE THEATRE FOOTBALL TV STILL OFF IN CHICAGO

Last Saturday the important intersectional football game between the University of Illinois and the University of Washington was shown by television at the State and Lake and Tivoli Theatres in Chicago. State and Lake has a seating capacity of about 3,000 and had attendance of 1,450. The Tivoli which has a seating capacity of about 3,400, had an attendance of 500.

This light patronage is in line with tests made recently in Chicago when State-Lake had an audience of approximately 1,500 and the Tivoli approximately 750. These last figures were for the Wisconsin-Illinois game on October 7th.

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MARKED TV TECHNICIAN SHORTAGE SEEN FROM HEAVY SET DEMAND

An additional 10,000 television service technicians will be required to install and service the 2,000,000 television receivers which the industry will produce and sell between now and the end of the year, E. C. Cahill, President of the RCA Service Company, told 200 technicians at the Electric Institute of Boston last week.

Discussing "Problems and Opportunities in Television Service", Mr. Cahill named as the primary problem the incredible speed of television's growth, from less than 200,000 units produced in 1947 to around 6,000,000 being produced in 1950. This is complicated, he explained, by the facts that it takes years to train a technician to full competence and that Government agencies are drawing heavily on the trained electronic technicians of the country for top priority work.

To help alleviate this manpower shortage, RCA has expanded its program for training young technicians with a combination of on-the-job schooling, formal classroom training and a home study course. RCA Service Company branches all over the country are participating in the campaign and recruiting is being conducted in non-television areas as well as television regions to tap fresh sources of manpower.

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RADIOTELEGRAPH SERVICE RESTORED BETWEEN U.S. AND SEOUL

Radio contact and telegraph service has been reestablished between the United States and Seoul, capital of South Korea. H. C. Ingles, President of RCA Communications, Inc., said that the reopening of the circuit was made possible by repairing radio transmitting and receiving facilities in Seoul which had been damaged during the North Korean occupation.

Radio communication between RCA stations in this country and Seoul was officially restored at 5:45 A.M. (Pacific Standard Time) Wednesday, October 18th, according to Mr. Ingles, who reported that the facilities now provide radiotelegraph, radiophoto and voice broadcast services over this direct circuit.

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SCISSORS AND PASTE

"The Public Interest" And Color-TV
(Dr. O. H. Caldwell in "Tele-Tech")

Each FCC Commissioner upon beginning his term takes a solemn oath "to serve the public interest". It is this central idea of the "best public interest" which underlies the whole radio law and the administration of that law by the Commission.

Fantastic authorizations of standards incomplete and not yet even given first laboratory tests, were never contemplated by the framers of the radio legislation. Flippant perversions of basic scientific facts, - casual Rube Goldberg solutions on paper by lawyers with non-technical minds, solemnly written into official orders,- and slavish kowtowing to Senators and other politicians who control individual Commissioner's fates - all these amazing revelations of the past few weeks, are far removed from the "best public interest" which the Commissioners are sworn to serve and protect.

Nor is it in the public interest -

To obsolete 10,000,000 present TV sets in which the public has invested three billion dollars.

To require future TV purchasers to spend $40 to $130 extra for gadgets they may never use.

To degrade TV picture quality, and limit pictures to small sizes which the public has already discarded.

To force lower-quality color-TV on a public which is just getting acquainted with good black-white.

To risk plant shut-downs, unemployment and financial disaster for manufacturers, distributors and dealers.

To force upon the public an incompatible color system which cannot even be launched without driving away existing audiences.

To disrupt the entire television industry.

* * * * * *

Good sportsmanship provokes admiration for the achievements of Inventor Peter Goldmark and Strategist Adrian Murphy in advancing the CBS non-compatible low-detail small-picture system to its present political status.

But from the standpoint of "the public interest" demanded by the radio law, the majority of the Commissioners have obviously failed in their sworn duty. Exceptions are the dissenting opinions of Engineer Commissioner George Sterling and Commissioner Frieda Hennock. And the actions of the FCC technical personnel in going along with this absurd and destructive ruling have created amazement throughout the radio engineering fraternity.

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Lost His Fortune But Not His Nerve

A nationally known and very generous television set manufacturer recently received the following:

I received your cordial letter of October 2nd.

I forgot to mention in my first letter that aside of the quality circulation of The Christian Science Monitor as to its paid

subscribers, they have quite a number of other readers because nearly every library in the United States receives the Monitor: And in addition to the readers in all the libraries, there are also a vast number of readers who obtain the paper through the free distribution. It is customary for every Christian Scientist to bring to the Church either on Wednesday night or Sunday the week's accumulation. And every church has a "distribution committee" who place the papers in public places: The papers are placed in a metal rack and on the racks are printed the notice that a copy, one or more, are free.

By the way, if you want to hear whom I consider the best news commentator every Tuesday? Then tune in for the Christian Science Monitor News program, and I feel certain that you, too, will consider the editor of this paper as being the best news commentator.

There is a favor I would like to ask of you, and it is this: I can not afford to buy a television set at the price, it is being sold. I am an old age pensioner; I lost my fortune some years back, and with the loss of the money I lost my health and courage; and because of my age it was hard to obtain a permanent job: Outside of the business experience that I had from which I accumulated quite a sum of money I never learned a trade in my youth; as a youngster I tried my hand at various odd jobs until I learned a particular business and with my savings I embarked into that business and accumulated quite a sum of money; but foolishly was lured into investing in the stock market and (as one of the sheep, one of the great many of them) I lost everything by buying on margin. And in my advanced age in order to keep the wolf away from the door I resorted to applying for an old age pension. I am permitted to put aside a burial fund; This money, I am in no hurry to have it spent; And I thought you might favor me in this manner: By arranging to have a music store send me a television set - one of your make's large size of the latest make. (Some dealer either in Los Angeles or Glendale; (Glendale is a suburb of Los Angeles). I would spend the burial fund's $200.00 towards the television set. I thought if you have a retail $400 set you might favor me (out of the goodness of your heart) by selling "that" type of a television set for about $200.00: And if you can do so, then I would send you a "New York Draft" <u>in advance</u> for the $200.00. I am anxious to have a television set so as to avoid boredom; boredom as psychologists tell us is a sad condition for an oldster to be in. As to delivering the television set to me, you can arrange in whatever way is convenient for your factory. Either to have a dealer in my district to deliver it to me and then replace it when they have a regular shipment coming to them: or to ship it to me direct from the factory.

Hoping to hear the good word from you that you can comply with my wish, and with kindest regards and best wishes, I remain,

Sincerely,

P.S. Please excuse the rambling manner of composition of this letter; and also its appearance, as I am using a neighbor's typewriting machine that is not in good working condition, and I can not think clearly while using the "Hunt and Pick" system of typing a letter.

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TRADE NOTES

Price increases ranging from $10 to $35 on seven television receivers and increases of $1 to $2 on three table radio models were announced this week by the Westinghouse Electric Corporation. All prices are for Zone 1 and are slightly higher in the West.

All Diesel trailer trucks more than 45 feet long operating out of Frankfurt, Germany, will be required to carry a microphone on the rear trailer, with a loudspeaker in the cab, to enable the driver to hear the horns of cars trying to pass.

The United States Court of Appeals Monday (Oct. 23) upheld the Federal Communications Commission plan to hold further hearings on the comparative radio station needs of Allentown and Easton, Pa.

The court said the Commission was warranted in seeking additional evidence on which to base a decision.

The award of June, 1947, to the Allentown Broadcasting Corp. of a new station, WHOL, which was built and is now operating, is involved.

At the same time the Commission denied the competing application of the Easton Publishing Company for a new station on the same frequency at Easton. Other applications based on use of the same frequency were also denied.

Charles E. Kohlhepp of Milwaukee, Wis., has joined the National Production Authority as a consultant to assist with organization of the Program Bureau, Gen. William H. Harrison, NPA Administrator, announced last week.

Mr. Kohlhepp, a native of Baltimore, is President of the Wisconsin Public Service Corporation, with which he has been associated for the past 30 years. For some time during World War II, Mr. Kohlhepp was with the War Production Board.

Station WBSR, Pensacola, Fla., will become an affiliate of the Columbia Broadcasting System's radio network effective Sunday, November 5, bringing the total number of CBS radio affiliates to 193.

The Cincinnati Enquirer will publish a television magazine containing news, photographs, feature stories and the complete video log of the three local stations for the week. The magazine will come out every Saturday. It will be compiled by Magee Adams, radio editor, and John Caldwell, television editor.

President Carlos Prio Socarras yesterday afternoon, (Oct. 24) inaugurated the first television broadcast in Cuba. The ceremony took place at 12:30 o'clock in the presidential palace where the president entertained the Cuban press as an event in observance of "journalist day".

The Union Radio Station is the first to go on the air with television in Havana. Several other stations will begin video broadcasts within the next few months.

James T. Chatterton has been elected a Vice President of Mackay Radio and Telegraph Company in charge of the company's activities on the West Coast with headquarters in San Francisco, Ellery W. Stone, President of the American Cable & Radio Corporation, has announced.

A graduate of Loyola University (Chicago) with a degree of LL.B., and a member of the Bar of the State of Illinois, Mr. Chatterton joined Mackay Radio and Telegraph Company in 1933, and has served in Washington, D. C., New York City and San Francisco since that time.

Right in the middle of the Pentagon (Washington, D.C.) concourse like a great, over-sized phone booth, the new headquarters of the Military Amateur Radio System was formally dedicated and put into operation yesterday (Oct. 24).

Dubbed MARS, the military network will link the Nation's 78,000 "ham" operators into a central headquarters for extensive use in emergencies and at the same time follow up the Defense Department's plan to build a backlog of trained radio operators.

In the dressed-up, equipment-packed studio four booths are available to holders of valid "ham" licenses and any licensed amateur, military or civilian, may use the facilities. The new MARS studio replaces temporary stations which have been located on the Pentagon's fifth floor.

The network was started two years ago and now more than 3,000 "hams" with military affiliations are members. Besides providing emergency communications, the system gives operators constant training in military radio procedure, thus building a backlog of skilled radio men available for duty with the armed forces.

Wordiness in the Associated Press daily report was criticized in a 7,000-word report by the new Committee on Content Study of the Associated Press Managing Editors after a painstaking - and wordy - survey.

The Committee, of which Wallace Lamoe, Milwaukee (Wis.) Journal, is Chairman, found that many AP reports could and should have from 12 to 25% of their words deleted. Washington reports are too numerous and too long, some of the investigating managing editors found.

A six day statistical recapitulation showed a word-total of 352,648. Radio, television, movies were 15th on the list with 7,150. Foreign News (General) led and National Defense was 3rd with 32,914.

Attorney General Thomas E. Fairchild of Wisconsin ruled last week that "Stop the Music" and five Milwaukee radio and television quiz programs violate Wisconsin's anti-lottery law. He said the programs contained the "consideration, chance and prize" elements of lotteries, which are illegal in the State.

Joseph Tierney, Deputy District Attorney at Milwaukee, said no plans have been made to prosecute radio stations, but "the ruling speaks for itself and stations broadcasting programs that violate the law will have to stop."

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

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No. 1945

November 1, 1950

RCA TO COUNTER IN FCC-CBS COLOR TUBE SCRAP; DUMONT IRATE

The Radio Corporation of America yesterday (Oct. 31) said, in connection with the Federal Communications Commission's request that RCA turn over its tricolor television tube to the Columbia Broadcasting System for experiments with the approved CBS color plan, that it had not yet received such a request from the Commission but that it would reply to the letter immediately following its receipt.

The Columbia Broadcasting System said that it had asked RCA in letters on September 8 and 28 to make available the latter's tricolor tube for experimentation. In the first exchange of letters, CBS said RCA indicated it would supply the tube when it was successfully developed. Columbia said RCA had not answered its last request on September 28.

The Commission last month selected Columbia color for exclusive licensing and at the same time ruled out rival color methods developed by RCA and Color Television, Inc., of San Francisco.

RCA, whose color system includes the single full-color tube developed in its laboratories, has since brought suit in Chicago to upset selection of the Columbia method. The court action is largely based on the fact that Columbia color, using different broadcasting standards from current television operations, cannot be picked up on present receiving sets without additional equipment.

The CBS color method now includes a mechanical rotating color wheel. However, the Federal Communications Commission noted yesterday (Tuesday) that experts had testified the wheel could be discarded in favor of a single direct view tricolor tube when such a tube was "successfully developed".

The Commission said in a letter to RCA that it recalled RCA had said last July that it hoped to have a sufficient number of tubes by the Fall months to make them available to the industry for "study and development work".

The Commission said it wanted to have the tube tested in the CBS color system and asserted:

"The Commission feels it is appropriate to request when arrangements can be concluded between you and CBS whereby the above tests may be conducted.

"It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation in the RCA system.

"The Commission believes your cooperation in this matter will be in the public interest."

Allen B. DuMont speaking at the Fall meeting of the Institute of Radio Engineers at Syracuse, N. Y., (Oct. 31), said the Federal Communications Commission approval of color television recently was "an arbitrary and hasty decision injurious to the public and industry".

Dr. DuMont, who heads the Allen B. DuMont Laboratories, Inc., television manufacturers, says the industry "must continue to pursue all-electronic color system research to provide a system that is compatible, has no size limitations and which provides a high-fidelity color picture."

He termed the recently approved Columbia Broadcasting System color television plan inadequate.

He declared that the FCC decision had "caused tremendous confusion, doubt and possibly large financial loss to the consuming public as well as to the industry."

Dr. DuMont also said that the Underwriters' Laboratory seal of approval would be withdrawn from any set converted in the home for color television. The Underwriters' Laboratory affiliated with fire insurance companies, tests and approves electrical equipment.

A spokesman for the laboratory explained later, however, that approval of a set was invalidated automatically whenever a serviceman made a change in the set in the home, even if the change were only a repair job.

"The Underwriters' Laboratory cannot be responsible for something about which it knows nothing", Karl S. Geiges, associate engineer for the underwriters, told a reporter.

Mr. Geiges added that the laboratory had said it would approve converters that could be attached to TV sets by means of a simple plug, installed in the original set at the factory.

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BAM DIRECTORS TO MEET

The initial meeting of the Board of Directors of Broadcast Audience Measurement, Inc., is scheduled for Monday, Nov. 20, it was announced Monday, Oct. 30. The session takes place at 270 Park Avenue, New York City, commencing at 10:00 A.M.

The Board will principally consider the most effective means of audience measurement and formulate plans toward the establishment of an organization to achieve this.

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MISS TRUMAN EASILY QUALIFIES AS BIG TIME TV STAR

On past public performances of Miss Margaret Truman when a little pat on the back by critics might have been helpful, to say the least encouraging, they seemed to lean over backwards to be critical. When last Sunday evening, in the opinion of so many, she acquitted herself so creditably in her television debut, and when there was no evidence of their dire predictions being realized, the same critics were conspicuously silent or brief.

It reminded readers of the way the President turned the tables on the political reporters in the last national election. It also suggested to political observers, whether intended or not, that Miss Truman's gala television debut might have been of tremendous help to Mr. Truman and the Democratic Administration - and not costing the party a penny. Could there be a more inviting appeal to the women voters or the young people of the country?

The head of the Music Department of one of the leading universities of Washington, D. C., when asked to express an opinion, replied without hesitation:

"Margaret Truman, in her first television appearance made a delightful impression. She has a charming, beautiful stage presence. She is graceful and responsive and completely natural.

"Her vocal numbers were Francis Hopkinson's "O'er the Hills", a song of the American Revolutionary period, and "My Johann" by Grieg.

"While the character of these songs does not give an opportunity to judge the power or resonant quality of one's voice, nevertheless she sang them with the ease and fluency and style that they demand.

"The studio audience responded enthusiastically and we anticipate the pleasure of Miss Margaret's next appearance. As television follows its path of development, she may well become one of its stars in her own right."

The program was carried on CBS from New York on Ed Sullivan's "Toast of the Town", with a studio audience of about 800, and was seen by an estimated audience of 10,000,000 including President and Mrs. Truman who watched it from Washington.

As a result of the successful television bow of the President's daughter, many new and unsolicited contracts are said to have been offered to her.

Also another telecast is reported scheduled from Boston, November 19th, with the same sponsors as last week.

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PHONEVISION TEST POSTPONED BY ZENITH

Zenith Radio Corporation has postponed the starting date of its Phonevision test from November 1 until December 1, and has asked the Federal Communications Commission for permission to continue the test through the month of February, it was announced yesterday, Oct. 31, by Commander E.F. McDonald, Jr., Zenith president.

This is the second postponement of the test, which was originally scheduled to begin on October 1st, he said, and is occasioned by the same considerations that caused the original postponement.

"Our transmitter on the Field Building has been tuned up and putting out excellent test pictures since September", he said, "and the television-phonevision receivers have been installed in the 300 homes selected for the test by the University of Chicago. We are all set and ready to go, except for one thing:

"We simply do not have enough good, first quality feature pictures to conduct the test properly through its full schedule of 90 days. We need more time to conclude negotiations now in progress with a number of major producers."

Commander McDonald said that the Zenith Phonevision test has been authorized by the FCC for the purpose of helping them to determine whether or not the public wants Phonevision, and whether or not Phonevision is in the public interest. Moreover, he pointed out, motion picture producers should have greater interest in the test than almost any other business group because of the vital effect of television upon their industry.

"Nevertheless", he stated, "most of the major producers have been reluctant to make their productions available for the test. Even though it is self-evident that our 300-family test can have no effect upon attendance at Chicago theaters, we are now talking with several of them. I hope that this will be our last postponement and that we can secure a true cross-section of their production in time to start our test on December 1st."

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TOSCANINI DENIES RUMORS HE WILL DISCONTINUE CONDUCTING FOR NBC

Denying rumors and press statements that Arturo Toscanini would conduct for a network in the United States other than the National Broadcasting Company, Walter Toscanini, son of the maestro, issued the following statement:

"My father, Arturo Toscanini, wishes me to state categorically that he will not conduct for a network other than NBC. No such invitation has been extended to him. However, if one were forthcoming, my father would definitely decline the offer.

"At present he is being treated for an injury to his leg, which resulted from a fall he had almost two years ago. His future plans depend on the speed and completeness of the recovery."

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HIGHEST RED CROSS HONORS FOR SARNOFF AS RCA EARNS PEAK PROFITS

Felicitations are pouring in on Brig. Gen. David Sarnoff, Chairman of the Board of the Radio Corporation of America, as a result of Gen. George C. Marshall, in his capacity as President of the American Red Cross, appointing General Sarnoff National Chairman of the 1951 Red Cross Fund Campaign next March. Furthermore, the selection came on the same day it became known that the RCA had made a record net profit of $33,384,637 for the first nine months of this year, exceeding any full year in the company's history.

Net profit of Radio Corporation in the third quarter of 1950 amounted to $12,422,994, an increase of $8,449,856 over the same period in 1949, it was disclosed in the consolidated statement of income of RCA and subsidiaries for the third quarter and first nine months of the year released by Brig. General David Sarnoff, Chairman of the Board. The third quarter earnings, determined after provision for all charges and taxes, were equivalent to 84 cents per share of Common stock, as compared with 23 cents in 1949.

The gross income for the third quarter of 1950 amounted to $146,957,033, as compared with $88,415,679 for the same quarter of 1949, or an increase of $58,541,354.

For the nine months the gross income amounted to $395,741,-391 as compared with $275,673,666 for the same period of 1949, or an increase of $120,067,725. The net profit after all charges and taxes was $33,384,637 as against $14,095,186 for 1949, an increase of $19,289,451. The earnings applicable to the Common stock for the nine months amounted to $2.24 a share as compared with 85 cents for 1949.

General Marshall, who is now Secretary of Defense, noted that it would be impossible for him to perform the "double duty" of last year by functioning as both the Fund Chairman and President of the Red Cross organization.

He said he had given "careful consideration" to the appointment of the "right man" to take on the responsibilities of directing the important fund-raising campaign, and felt sure General Sarnoff was "that persion".

General Sarnoff replied that it would be a "privilege" to accept the call. General Marshall's announcement of the appointment did not set forth the amount of money that would be sought in the annual Spring campaign.

A pioneer in the radio and television industry, General Sarnoff will bring a vast background of industrial and executive experience and broad experience and wide national contacts to the Fund Chairman post, General Marshall said.

General Sarnoff also is widely known for his interest in leading scientific, cultural and philanthropic organizations. During the last war he served on the staff of the Chief Signal Officer

in Washington, and as Special Consultant on Communications at Gen. Dwight D. Eisenhower's headquarters in Europe. For his war services he received the Legion of Merit and the Medal for Merit.

"The work of the Red Cross, particularly under present-day conditions, is of great importance to the nation's defense plans and, because of the high regard with which it is held by people throughout the world, is a great potential force in working toward restoration of the world peace which we all fervently seek", General Marshall told General Sarnoff.

In reply General Sarnoff said:

"I shall be glad to do my part in helping to raise the funds which will enable this great humanitarian organization to carry out the heavy responsibilities entrusted to it in these critical times."

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LAWRENCE HORLE, RADIO ENGINEER, IS DEAD

Lawrence C. F. Horle, who was prominent behind the scenes in the standardization of radio engineering and equipment, died in St. Barnabas Hospit, Newark, N.J., last Saturday (Oct. 28), after a brief illness. His age was 58.

Mr. Horle's interest in the radio field stemmed from his boyhood, when he heard a lecture on wireless given by representatives of the British Marconi Company. By the time he was 14 he was operating a small amateur station in Newark. He was one of the organizers of the New Jersey Wireless Association, said to be the first amateur radio operators group in the world.

After attending the public schools in Newark, he continued his education at the Stevens Institute of Technology in Hoboken. Upon graduation, he taught at the school for two years before entering Government service as an expert radio aid for the Navy Department, a post which he held through the first World War. During this time he was active in planning the Navy's radio research laboratory at Anacostia, Maryland, near Washington.

Later Mr. Horle served as Chief Engineer for the DeForest Radio Telephone and Telegraph Company and the Federal Telephone and Telegraph Company. He also had been Vice President of the Federal Telephone Manufacturing Corporation.

His most widely known contributions to radio were in the field of standardization of terminology and ratings. Allen B. DuMont, President of DuMont Laboratories and television network, said that he "contributed more than anyone else" to this field.

A member of the Institute of Radio Engineers for most of his life, Mr. Horle served in 1940 as the group's president. In 1948, three years after joining the Radio Manufacturers' Association (now

the Radio and Television Manufacturers' Association) as Chief Engineer and Director of the Data Bureau, he received the I.R.E. Medal of Honor for "contributions to standardization work, both in peace and war."

Since the second World War, Mr. Horle had conducted a consulting engineering practice in Newark and in New York. He had retired from this business in August.

His widow, the former Susan Stephen Geddes, survives.

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CBS AFFILIATES ADVISORY BOARD TO MEET NOV. 9, 10

The second 1950 meeting of the Columbia Affiliates Advisory Board will be held at CBS headquarters in New York on Thursday and Friday, Nov. 9 and 10, when the CAAB members, representing 186 independently-owned affiliates, meet with key CBS executives.

Frank Stanton, CBS President, will deliver the address of welcome on Thursday, Nov. 9, and will address the meeting again on Friday, Nov. 10, discussing, among other topics, CBS' standing today as against previous years.

In addition, there will be talks by Hubbell Robinson, Jr., Vice President in Charge of Network Programs; J. L. Van Volkenburg, Vice President in Charge of Network Sales; William B. Lodge, Vice President in Charge of General Engineering; Earl Gammons, Vice President in Charge of Washington office; and Louis Hausman, Vice President in Charge of Advertising and Sales Promotion.

Another feature of the two-day meeting will be a demonstration of the FCC-approved CBS color television system, with remarks by Adrian Murphy, Vice President and General Executive, and Dr. Peter C. Goldmark, Vice President in Charge of Engineering Research and Development.

The Columbia Affiliates Advisory Board was instituted in 1943 to consider mutual problems of the affiliates and the network. The country is divided into nine districts approximating the network operational plan, with the stations in each district electing one representative to serve on the Board.

CBS executives in addition to those named above, who are to attend the CAAB meetings include:

Frank Stanton, President; Joseph H. Ream, Executive Vice President; Lawrence Lowman, Vice President and General Executive; William C. Gittinger, Vice President and Assistant to the President; Herbert V. Akerberg, Vice President in Charge of Station Relations; William A. Schudt, Jr., Director of Station Relations; and E. E. Hall, Eastern Division Manager, Station Relations.

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NEW ELECTRONIC DEVICE FACILITATES COLOR MEASUREMENT

A simple new instrument, which for the first time enables quick and accurate measurement of color coming from a direct light source, was described in Cleveland last week by George C. Sziklai, physicist of RCA Laboratories, Princeton, N.J., at the annual meeting of the American Optical Society.

Called a "tristimulus photometer", the new instrument uses only five electron tubes and is no larger than a shoe-box. It simultaneously determines the relative strength of the three basic color components in a light source under study and gives an instantaneous reading. Previous methods of color specification, Mr. Sziklai said, require roughly one-half hour of measurement with a spectrometer followed by several hours of computation.

Though the spectrophotometric method gives a higher degree of accuracy, he said, the tristimulus photometer can give values of the three color components sufficiently precise for every-day engineering work and can readily distinguish between two different color samples which are close enough together in value so they would appear identical to the eye.

Designed specifically to provide a laboratory and studio check on the faithfulness of color reproduction in color television, Mr. Sziklai said that the instrument, since it can determine the values of a reflected light source as well as a direct one, might also have valuable application in the textile, paint and other industries where color matching is critical. He pointed out that a direct-reading electronic instrument had been designed by the National Bureau of Standards of the U. S. Department of Commerce, which can define the components of reflected light, but cannot handle a direct light source such as that of a television screen.

The new instrument consists essentially of an "eye" and a "brain". The "eye" is made up of a lens which focuses the light under study onto a mirror assembly designed to split the beam into three parts of equal intensity, Mr. Sziklai explained. The three beams then pass through three filters, each sensitive to a range of wavelengths corresponding to the basic color components.

The "brain" of the instrument starts with three photocells, one for each filter. The photocells convert the light energy to electrical energy which passes through circuits, each of a different design, to compensate for the mathematical dissimilarities between the three color components. Finally, a corrected value for each component is read on microammeters.

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SYLVANIA RESEARCHER ANALYZES TV REQUIREMENTS FOR BEST PICTURE

A comprehensive analysis of television receiver specifications, including several not previously considered by TV engineers, was the subject of a paper delivered to the Radio Fall meet-in Syracuse, N.Y., yesterday (Oct. 31) by W.B. Whalley of the Physics Laboratory of Sylvania Electric Products, Inc., Bayside, New York. The meeting was sponsored jointly by the Radio Television Manufacturers' Association and the Institute of Radio Engineers.

Mr. Whalley said that the studies which he reported were made to provide specifications which would make better use of the high quality picture tubes which are presently available.

One of the TV receiver operating characteristics which he used as an example he called "stability of picture area". "While other performance characteristics of a TV set may be excellent", he explained, "the video image may change appreciably in size according to variations in line voltage caused by refrigerators and oil burners going on and off. In other circuit designs the picture may change in area according to picture brightness which may change from scene to scene. Instability of picture area is, of course, undesirable because it means that the eye of observer is distracted from the action of the scene.

The seven most important considerations of TV set performance for which circuit and component specifications were reviewed included: good picture resolution; steady synchronization; good image contrast and gamma; rigorous control of black or background level; low noise level and interference; reasonable picture brightness and picture area stability.

"The associated circuits", Mr. Whalley said, "cover the whole range of set operation from high voltage regulation through automatic gain control to overall amplifier amplitude and phase characteristics."

Mr. Whalley received his B.A.Sc. degree from the University of Toronto in 1932 and was a member of the University's Department of Electrical Engineering for the following four years during which he received his M.A.Sc. degree. He is a member of Sigma Xi, American Association of University Professors, American Physical Society and the Institute of Radio Engineers.

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The FBI announced last week the arrest of Herman Floyd Kinner, 38, a Wilmington, Ohio, carpenter for the September 17, dynamiting of a Voice of America radio transmitter at Mason, Ohio. J. Edgar Hoover said Kinner was taken into custody at El Paso, Tex., and has admitted he "did the job". Hoover said Kinner is a former soldier and has been a patient in mental institutions.

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FOURTH VOICE OF DEMOCRACY CONTEST LAUNCHED

National Radio and Television Week, which opened Sunday, October 29th, launched one of the most active phases of the fourth annual Voice of Democracy contest in every High School in the United States and its territories.

At this time the students heard a series of five especially prepared "model talks" transcribed by nationally prominent figures and broadcast by the approximately 2,800 radio stations participating in the contest which is jointly sponsored by the National Association of Broadcasters, the Radio-Television Manufacturers' Association and the United States Junior Chamber of Commerce.

These transcriptions can serve as idea patterns for the contestants, and each is urged to listen to the complete series before preparing a script. The voices heard on the five 4½ minute programs were those of: Supreme Court Justice Tom C. Clark, VOD Honorary National Chairman ("Platform for Democracy"); Senator Edwin C. Johnson (D), of Colo., ("Democracy at Work"); NAB President Justin Miller ("Freedom of Expression"); U. S. Commissioner of Education Earl J. McGrath ("Education for Democracy"); and Representative Brooks Hays (D), Ark., Vice President Southern Baptist Convention, "Freedom of Worship").

Judges for the 1950 contest finals are: Erwin D. Canham, Editor, Christian Science Monitor; Rabbi Norman Gerstenfeld, Minister, Washington, D.C. Hebrew Congregation; Frieda Hennock, Commissioner, Federal Communications Commission; H. V. Kaltenborn, National Broadcasting Co., news analyst; Corma Mowrey, President, National Education Association; Frank Pace, Jr., Secretary of the Army; W.L. Spencer, President, National Association of Secondary School Principals; and Lowell Thomas, Columbia Broadcasting System news analyst.

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MUZAK ASKED TO SEND "VOICE" SAMPLE WORK MUSIC PROGRAMS

The State Department has requested Muzak Corporation to make available sample work music programs for transmission abroad through the "Voice of America", it was announced this week by Charles C.Cowley, Executive Vice President of Muzak Corporation.

It will be pointed out that both labor and management in the United States work together to make every man's job as pleasant as possible. In the United States, millions of men and women are working to Music-by-Muzak every day. Muzak-While-You-Work is extremely popular with both labor and management because it serves to make the working atmosphere more pleasant.

The "Voice of America" will transmit these ideas to millions of workers throughout Europe as another example of the American way of life as well as an example of how both labor and management in this country strive to maintain high individual productivity.

"We have conclusively proved that people who feel better work better, and Muzak helps to do the job", said Mr. Cowley.

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TRUMAN'S ONLY POLITICAL SPEECH TO BE CARRIED BY LARGE NETWORK

President Truman's only major political speech in this year's campaign will be broadcast over one of the largest radio and television hookups in history, the Democratic National Committee said today, according to Anthony Leviero in special report to The New York Times.

Mr. Truman will make the address from St. Louis Saturday at 10 P.M., EST, in a party rally to be held in Kiel Municipal Auditorium there.

Nearly 1,200 radio stations and 76 television stations will carry the speech, according to William M. Boyle, Jr., Chairman of the Democratic National Committee, which will bear the cost, estimated at more than $100,000.

The four major networks and some independent stations will carry Mr. Truman's voice and all television stations connected by cable will carry the broadcast from networks of the American Broadcasting Company, the Columbia Broadcasting System, the DuMont television network, and the National Broadcasting Company.

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10 PER CENT TV SET TAX STARTS TODAY

A 10 percent tax on the manufacturer's prices of television sets and freezers goes into effect today (Nov. 1) and District dealers were confused as to just how much of the tax would be passed on to the consumer.

The confusion stemmed in part from the fact that the tax is applicable only on goods sold by the Manufacturer after today.

The major questions were:

1. How much would be absorbed by the manufacturer, wholesaler and retailer?
2. Whether the resulting increase would be tacked onto current inventories or only on past-deadline shipments.

The Internal Revenue Bureau said the new law means higher prices - but not much higher - on television sets and freezers.

A similar tax has been in effect on radios for years.

Three changes in the excise tax laws also go into effect today regarding jewelry and furs sold by auctioneers;slot machine increases; and passenger and freight increases to be applied to payments made outside the country for transportation in the United States.

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VOTERS URGED TO MAKE IT HOT FOR CONGRESS IN FCC'S COLOR TV ORDER

A movement to block the FCC's adoption of "spinning wheel" color television through the intervention of members of Congress was launched Monday (Oct. 30) by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and now editorial director of two leading television engineering and trade journals, Tele-Tech and Radio & Television Retailing. He suggested that all television set owners write their Senators and Representatives, urging them to bring their influence to bear to delay the present FCC color television ruling.

Dr. Caldwell, who in 1927 blue-printed the allocation of wavelengths still used by the standard radio broadcasting industry, termed the FCC order "an outrage and an absurdity". He made public what he termed an open letter to Congressmen, in which he stated:

"Despite the fact that good color-television systems are already well developed and will soon be available -- systems which will deliver a good black-white picture to each of the nine million television sets now in use by the public -- the FCC has ruled these improved systems out. Instead this Commission has ordered into operation an archaic mechanical system which will not produce any picture whatever on the nine million sets now in use, and the many millions to be built, without an expenditure by each owner of $30 to $130 for an 'adapter'. This 'adapter' will bring in only a black-and-white picture when a color picture is being broadcast.

"Then to receive color-pictures, after he has made the above outlay for the adapter, will have to spend another $75 to $125 for a color-wheel 'converter'. But these color-wheel converters will work only on the small picture-sizes, up to 10 to 12 inches, a size now largely obsolete. In fact, 87 per cent of the picture-tubes made this month are 16 inches and larger, and manufacturers are now tooling up for 21-inch and 24-inch picture sizes in response to public demand for larger and larger pictures.

"The result of the public's demand for larger picture sizes will mean that one-half to four-fifths of all TV-set owners will never be able to get color pictures with the present authorized CBS system.

"And the few set-owners who do make the above double outlays of $100 to $250 for 'adapters' and 'converters' will receive only a small color picture of degraded quality, subject to 'rainbow' color fringes trailing moving white objects.

"In the public interest -- the consumer's interest -- which the Radio Law required the FCC to protect, the present absurd color-television order should be immediately rescinded, and color-TV proceedings postponed until a color system can be adopted which will bring satisfactory pictures to all the millions of TV sets now in use, without any change or additional expense whatever.

"Nearly every qualified television engineer and television authority (outside of CBS) agrees with this view. The television industry almost unitedly supports this position.

"FCC Engineer-Commissioner George Sterling and Lawyer-Commissioner Frieda Hennock dissented and voted against the ruling by their associate commissioners. And many of the Commission's own technical staff have themselves privately expressed their violent disagreement with the absurd situation set up by the non-technical majority of the Commission.

(Continued on page 16)

SCISSORS AND PASTE

How's Your Color?
(Editor and Publisher)

Whether we end up with converters or adapters, whether it will be CBS or RCA, whether it will be Nov. 20 this year or next year, color television is on the way and we would like to add a word of emphasis to the question posed by our radio-tv columnist last week:

"What are newspapers doing to prepare themselves to handle the kind of advertising that the promoters of color video sets and programs will need and demand? Four-color shows certainly call for four-color advertising copy, when the advertisers get ready to talk about the advantages over black-and-white".

It may not work out that way, exactly, any more than movie houses showing Technicolor films use color advertising in newspapers in competition with black-and-white films.

However, it does promise an increasing awareness among advertisers of the value of color copy. (Some of those movie ads do appear in color in magazines.)

Color in newspapers is coming just as surely as color in tv. Magazine color has really come of age in the last 20 years. Newspaper roto color blossomed in the last 15 years. Newspaper r-o-p color, where great improvements have been made by a few pioneering newspapers, is next.

So, tv color will emphasize the trend to color in all advertising media and the sooner newspapers get ready for it by standardizing production techniques and color standards the easier will be the transition.

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Capehart "History" Wows Voters
(By Stewart Alsop, "The Washington Post")

Indianapolis - There is a mystery here in Indiana. The same mystery is puzzling political soothsayers elsewhere in the Midwest, especially in Ohio and Illinois. For all the available evidence suggests that the voting here, in this off-year election, will be higher than in the presidential year 1948. This is deeply mysterious, simply because it flies flat in the face of all precedent.

No one knows who these people are who failed to vote in 1948 and who are apparently eager to vote now. But it is perfectly obvious that the candidate who gets their votes will win this election. And it is interesting that both the Republican incumbent, Senator Homer Capehart, and his Democratic rival, Assistant Attorney General Alexander Campbell, agree on one point. They clearly agree that, in this most Midwestern of Midwestern States, the foreign policy issue will decide the election.

Senator Capehart is relying on his own rather special version of postwar diplomatic history to win reelection. This reporter heard Capehart, a paunchy man with a round face which looks rather like an angry bun, expound this version before a large audience in the high school auditorium of Logansport, a farming center in northern Indiana.

The Capehart history starts with the Yalta conference. All reference to the parts played at Yalta by Winston Churchill and Joseph Stalin is omitted. Even Franklin Roosevelt is assigned a minor and rather pathetic role as the ailing and bemuddled assistant of the central figure. This is, of course, Alger Hiss, who lavishly bestows on the Soviet Union all sorts of favors.

Hiss then fades out of the picture, but "somebody" takes over his role. Occasionally this "somebody" appears to be Lee Pressman or Owen Lattimore or even a Lattimore-controlled Dean Acheson. More often he is nameless. But whoever he is, "somebody knew what he was doing, and that something was not in the best interests of the United States."

This dark history of treachery and conspiracy has already led to "26,000 casualties of American boys in Korea". It will lead in the end to the "Truman radicals getting the noose around our necks", with the draft, taxes, controls, inflation and, finally, socialism.

Capehart recited this sorry history with every evidence of confiction, and his audience of elderly, friendly people responded with genuine enthusiasm, applauding loudly whenever the Capehart stage manager signaled them to do so.

If these people, and people like them, account for the prospective unprecedented off-year vote, then Campbell is finished. Campbell evidently fears this, for he is now concentrating almost all his fire on the part played by Capehart himself in the history of postwar American foreign policy.* * * * * *

In the Capehart version of postwar history, there is one bright spot amidst the surrounding gloom. This is the record of the Republican Eightieth Congress when, as Capehart quite accurately points out, "the tide of communism was stemmed in Europe and the cold war kept cold" thanks to Greek and Turkish aid, the Marshall Plan and the Atlantic Pact. What Capehart omits to mention is that he tried manfully to gut all three measures. Campbell is very busily pointing out this omission.

But Campbell suffers from one grave disadvantage.

The United States is not accustomed to defeat, diplomatic or otherwise. Yet only five years after a great victory, this countty finds itself in the most dangerous situation in its history. It is no doubt natural to blame this situation on something as simple as internal treachery - which has certainly existed - rather than on such vague concepts as an upset world power balance, on such intangibles as the illusions of tired men, or on the designs of such vague and distant figures as Joseph Stalin and the members of the Politburo. Senator Capehart is confidently relying on this natural human tendency to win him reelection.

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"You mean THAT's the big surprise? (pointing to a picture of mother and newborn baby in a hospital room with father standing by). . . I thought we were getting a 30-inch television screen!!"
- From a "Grin and Bear It" cartoon by Lichty.

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TRADE NOTES

For the second consecutive month sales of radio receiving tubes in September set a new all-time record, the Radio-Television Manufacturers' Association reported this week. September tube sales totalled 37,031,373 compared with the previous record of 36,269,435 set in August.

September sales brought the total for the first nine months of this year to 264,804,746, RTMA said.

The retail prices of the Sunday edition of the New York Times will become 25 cents next Sunday outside of a 50-mile radius of New York City. The former price was 20 cents.

The 15-cent retail price of the Sunday edition within the area will remain unchanged. There will be no change in the price of the daily edition.

The appointment of M. S. Klinedinst as Manager of the Industrial Equipment Sales Section of the RCA Engineering Products Department has been announced by T. A. Smith, General Sales Manager of the Department. Mr. Klinedinst succeeds P. B. Reed, who was recently named Vice President in charge of the Government Service Division of the RCA Service Company.

Mr. Klinedinst, a veteran of 17 years in the engineering and sales activities of RCA, was formerly Manager of the Scientific and Industrial Equipment Sales Section of the RCA International Division.

Hoffman Radio Corporation - Nine months: H. L. Hoffman reported sales and earnings exceeded totals for entire year of 1949 and were best in history of company. Net income was $1,713,477, or $3.01 each on 569,098 common shares, against $1,276,036, or $2.24 a common share last year; sales of $21,031,765 almost doubled the $11,987,000 of a year ago. September quarter: Net income, $783,208, or $1.38 a common share, on sales of $9,802,135.

The General Electric Company is continuing development of its all-electric color television system notwithstanding the Federal Communications Commission's decision authorizing commercial operation of the Columbia Broadcasting System's color system. This was announced Monday (Oct. 30) in Syracuse by Dr. W.R.G.Baker, Company Vice President and General Manager of the Electronics Department.

Major advantages of the system, Dr. Baker said, were that complicated and precision equipment would be incorporated in the transmitters, keeping home color television sets relatively simple. In addition, he asserted, the system will permit color broadcasts to be received on present sets in black and white without the addition of adapters.

Religious leaders urged the Federal Communications Commission Monday (Oct. 30) to permit churches to operate non-profit, low-powered FM radio stations.

Under consideration by the Commission is a proposal by the Southern Baptist and Texas Baptist conventions that some of the

channels in the frequency modulation spectrum be opened for such use. Spokesmen for other Protestant denominations joined in the plea at a hearing before the Commission.

It was estimated the stations would cost no more than $2,500 each and would serve a radius of about ten miles. They would carry educational, recreational and civic as well as religious programs.

Rear Admiral Ellis M. Zacharias, retired, former Deputy Chief of Naval Intelligence, urged last week that the Voice of America propaganda broadcasts be removed from supervision of the State Department and be conducted under "an independent agency".

He told a press conference in San Francisco, Cal., that Russian methods must be fought by similar methods, and added: "The State Department has to be diplomatic, and propaganda can't be."

Dr. Vladimir K. Zworykin, Vice President and Technical Consultant of the RCA Laboratories Division, left last Saturday (Oct. 28) from New York International Airport at Idlewild, Queens, for a seven-week tour of South America to discuss the development and potentialities of television and observe the progress of electronics in South American countries.

Dr. Zworykin will attend meetings of the Inter-American Broadcasting Congress while in Sao Paulo and also inspect the first television station in South America to provide regular daily broadcasts - PRF-3-TV. He will also address technical societies in Rio de Janeiro, Sao Paulo, Buenos Aires and Santiago.

Governor Dewey and Representative Walter A. Lynch, his Democratic rival in the Governorship race, managed to share a half hour of television last week without meeting in person.

Mr. Dewey expressed disappointment that last Saturday's program over WPIX, The New York News station, had not been a question-and-answer session. The Governor said that he had favored this arrangement but that Mr. Lynch had preferred to use his fourteen minutes for a personal presentation.

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(Continuation of "Voters Urged To Make It Hot For Congress In FCC's Color TV Order")

"I urge that you bring your influence to bear to delay the present FCC color-TV ruling until the recommendations of a competent committee of radio scientists, such as the President's Communications Policy Board, the Condon Committee, or other qualified, disinterested group, can be obtained - this in the interest of your constituents and the great services which unfettered television can in the future bring them."

Dr. Caldwell expressed the view that the technical and economic considerations associated with FCC's approval of CBS color television are of such far reaching character that the system can never win acceptance by the American public.

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Radio — Television — FM — Communications

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Robert D. Heinl, *Editor*

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No. 1946

November 8, 1950

"THEY DON'T WEAR HORNS", WEBSTER, FCC, ASSURES MISSOURIANS

President Harry S. Truman wasn't the only prize exhibit the citizens of Missouri had the opportunity of seeing this week. The added starter was Commissioner E. M. Webster of the Federal Communications Commission who addressed the Kansas City Institute of Radio Engineers.

"When I received the kind invitation of your Chairman to address you today, I not only considered it an honor and pleasure to be asked but I also considered it a duty to let you get a look at a real live Commissioner, so that you can determine for yourselves whether or not he wears horns and carries a pitchfork, as so many persons would have you believe. While, unfortunately, my stay here will have to be short, I feel confident that I will go back to Washington in a position to attack Commission problems from a fresh and enlightened viewpoint as a result of having exchanged ideas with you. * * *

"I have noted that, in the past, too few Commissioners have appeared before audiences in this section of our country. I think it is unfortunate that the pressure of Commission business in Washington prevents Commissioners from getting away more often for visits to various parts of the nation to meet the people and obtain their thoughts and feelings by direct contact. Only in that way can a public official keep abreast of the rapidly changing needs of the radio art in today's uncertain world. But it is not only the public official who must be alert to the ever-increasing global problems which are facing us - you who are private citizens, pursuing your careers as private radio engineers, must assume definite public responsibilities in order to help this nation of ours in the conduct of its national and international affairs.

"As a result of the new role which this nation has assumed as a leader in world affairs, new tasks have suddenly been thrust upon our citizens in all walks of life. Labor leaders, churchmen, industrialists, educators, government officials, - all have had to reckon with the problem of new responsibilities arising from the present day world leadership of the United States. Abroad, other nations look to us for moral and material support. At home, each day finds our government calling on citizens to make additional contributions to our national efforts. The engineer, too, has been confronted with many new problems as a result of such developments. It is with regard to the engineer's responsibility in contributing to our national leadership that I should like to address you.

"Our new international responsibilities have created a need for leadership that I believe is unparalleled at any time in our entire history. Since the ultimate source of this leadership must stem from citizens like you and me, it is essential that each of us make additional efforts to achieve those qualities that always distinguish leaders from followers. How can we radio engineers make greater contributions in this connection? I believe there are three principle areas in which we can strive for improvement that will increase our utility: We must constantly broaden our outlook so that we strengthen ourselves in the many non-technical skills which today are essential

components of any leadership in the radio engineering field. Secondly, we must seek to be active leaders in those areas of national and international endeavor relating to radiocommunications in which we can make a contribution. Finally, we must attempt to maintain the highest order of ethical standards in order that our technical contributions are not undermined by the many complicated political and administrative factors that are a part of our decision-making environment today.* * * *

"In regard to my second point with reference to the need for radio engineers to actively contribute to the solution of some of our outstanding policy matters in the field of radio, some of the international communications problems facing this nation well illustrate the need for additional engineering leadership. Engineers serve in numerous ways in the actual process of working out an international treaty for the world-wide regulations of various aspects of communication. Some are on the firing line where they officially represent the United States at the bargaining table and actually negotiate with other countries of the world for the results this nation hopes to obtain in the final treaty. Other engineers, both government and industry, often act as advisors to such representatives. * * * *

An important step that can be taken to improve the training of our radio engineers to meet additional responsibilities is to catalog those governmental and industrial positions that afford the engineer a chance to look at his problems from other than an operational and technical point of view and encourage an inter-change program of executives and technicians between government and industry. The success of the Economic Cooperation Administration in utilizing industrial executives for short periods of six months or a year is an outstanding example of the mutual benefits that can be derived from such programs. The Government gained badly needed skills and the individuals had a chance to gain unique insight into many national and international problems. Government technicians working here and abroad with technical assistance teams from industry have benefited in a similar manner.

A final and perhaps most important thing for you gentlemen - who have largely passed through your training period - is to improve your outlook on national policy matters relating to radiocommunications. Now, you may ask how is it possible for you, each of whom has an individual job, to participate in this nebulous concept of national leadership that I place before you. The answer is not simple, of course. I believe that one of the best approaches might be to establish what could be called a 'Committee for Engineering Development'. Such a committee would concern itself solely with problems of national policy. In the case of the radio engineer, the field of radio frequency allocation provides a fascinating area of endeavor. The Commission in its representation of industry at international conferences and in its many national policy decisions on radio allocation matters is sorely in need of additional technical information. Because the funds for our own laboratory are so limited, it is essential for us to rely upon industry to supply us with much of the needed technical information in making many of our decisions. Nevertheless, the information we require must be of such a character that it can be fairly evaluated solely in terms of the national interest.

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DEWEY CONDUCTS TV ELECTION MARATHON; IN STUDIO FOR 18 HOURS

The election surely put television on the map.

In every area where video was available, candidates embraced it. Gov. Thomas E. Dewey, of New York, who has been re-elected for the third term, went them all one better by adding marathon television to the list of campaign devices.

The Governor arrived at a TV-converted riding stable in New York City at 6 o'clock on Monday morning, Nov. 6. He quit at midnight after having been adlibbing before the cameras for a total of 5½ hours - 15 or 30 minutes each hour throughout the day.

WOR-TV's big studio in midtown Manhattan had the general appearance of an oversized and crowded smoke-filled room.

Shifts of 300 women volunteers manned 25 telephone lines over which constituents and nonconstituents telephoned in their questions for Dewey to answer. At 5 P.M. more than 2,600 queries had come over the lines - about half of them concerning the Korean situation.

Early in the morning, Mrs. Dewey entered the set, looking smart in an oxford grey suit with cinnamon-colored accessories. She handed her husband a carton of coffee and a copy of a newspaper.

In response to questions, Mr. Dewey several times remarked casually that he considered himself definitely out of the running as a presidential candidate. From time to time he walked to a dummy of a voting machine and demonstrated exactly how to cast a Republican vote.

The Governor also answered man-in-the-street questions brought in by TV crews stationed at points about the city. Most questions were about war, but Mr. Dewey answered posers about taxes, social security and other matters.

"We have had", said a woman volunteer with great seriousness, "very few questions from screwballs."

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WEISS WINDS UP DON LEE TENURE

Resignation of Lewis Allen Weiss, Don Lee Board Chairman, was formally accepted last week by public administrator Ben Brown and the Board of Directors, ending Mr. Weiss' 20 years as a top network executive. Resignation was submitted last July, but actions was held up on it until the sale of the Don Lee estate was finalized in Los Angeles.

Mr. Weiss plans to take an extended vacation before mulling various radio, government and other offers.

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INDIANA GIVES SENATE LEAD TO HOMER CAPEHART

Senator Homer E. Capehart (R), of Indiana, helped by a generous victory in pivotal Indianapolis, swept to a substantial lead over Democrat Alex M. Campbell.

Senator Capehart, 53, is a juke box manufacturer and radio pioneer.

Messrs. Capehart and Campbell campaigned vigorously, concentrating on the issues of blame for the Korean war and on communism in government.

Campbell, 43, is a lawyer. He resigned as Assistant United States Attorney General in charge of the Criminal Division to run for the Senate.

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SEN. TOBEY AHEAD IN NEW HAMPSHIRE

At this writing (Wednesday A.M., Nov. 8), Sen. Charles W. Tobey, (R), peppery Senator from New Hampshire, who frequently gets after the Federal Communications Commission, was reported to have a substantial lead. With 225 precincts out of 297 reporting, Senator Tobey had 64,660 votes to 42,786 for Emmet J. Kelley, his Democratic opponent.

Earlier, it had appeared that "write in" votes for Wesley Powell, the Senator's primary opponent, might be a threat, but this fizzled out as returns mounted. Mr. Powell had 7,685 such votes.

The first indications that Mr. Tobey would overcome what had been considered a serious intra-party defection resulting from the bitter primary contest appeared with results from the small towns. Although these communities long had been Mr. Tobey's chief source of strength, he and his strategists had more or less ignored them in September in order to concentrate on the labor votes in the cities.

As soon as it was established that Mr. Tobey had gained the nomination and that Mr. Powell subsequently had been ruled off the ballot as an independent candidate, the Senator's campaign associates set about mending fences in the small towns.

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C-O-R-R-E-C-T-I-O-N

We erroneously added our two cents' worth by copying an incorrect story that Zenith was one of the radio sponsors of Mrs. Roosevelt.

Mrs. Roosevelt's hearing aid sponsor is Acoustican.

R.D.H.

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RCA REFUSES TO GIVE COLOR TV DATA TO CBS NOW

Until the Radio Corporation of America has completed its research work, it will not be able to make models of its tri-color pictures tubes for television available to others, Frank M. Folsom, President of RCA, said in a sharp letter dated November 4 to the Federal Communications Commission, in Washington, D. C.

"As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production", Mr.Folsom stated, "we will, as we have previously said, make such tubes generally available."

Mr. Folsom's letter was in reply to the request of the FCC, by letter dated October 30, as to when RCA's tri-color tubes, circuits, and equipment can be made "available" to the Columbia Broadcasting System and technical information "given" to CBS.

The full text of Mr. Folsom's letter follows:

"We have your letter of October 30 in which you asked when RCA's tri-color tubes, circuits and equipment can be made 'available' to CBS and technical information 'given' to CBS. This was accompanied by an implied threat to revoke our experimental licenses unless you got from us what you 'requested'.

"We were both shocked and surprised at your request, coming only a few weeks after your color television decision. Already it is evident that your attempt to force an incompatible color television system on the American public has backfired.

"Nothing - not even our tri-color tube - can remedy the basic defect of the system you adopted, namely, its total inability to receive any picture whatsoever on the 9,000,000 sets outstanding in the hands of the public today.

"Your decision denied the public an opportunity to have the RCA all-electronic compatible system of color broadcasting. With this system existing sets would receive color transmission in black and white without any alteration whatsoever.

"On July 31 and again on October 4 we offered to show you our improvements in the RCA tri-color tubes. The first offer you ignored and the other you rejected. Now after your decision has been made you write us that you are 'pleased to note the progress' we have made.

"You have copied into your letter identical language with that which the promoter of the incompatible system used in a previous letter to us making a similar demand.

"This promoter of the system you adopted swore under oath that they had developed a color tube. Later they admitted that they had failed in their attempt to build one.

"Of course the public interest is of first concern. But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color television research and transfer the benefits to a private interest. We understand, of course, how that company would be benefited by our doing what you ask. In this connection it is to be recalled that CBS has sworn that it 'expects to receive substantial revenues of many millions of dollars' as a result of your order adopting its system.

"Your request therefore cannot be regarded as in the public interest or in accordance with the well established American principles of free competition and fair play.

"If this kind of thing goes in America, the Phillies certainly missed a bet in the last world series. They should have asked the Yanks for Joe DiMaggio.

"You seek to justify your request on the ground that you have renewed for us a 90-day license to conduct experimental broadcasts. Every informed person in this industry knows that the experimental license had nothing whatsoever to do with the development of our tri-color tubes.

"Your action in adopting standards for a system of color television which uses spinning disks, instead of an all-electronic system which requires the use of color tubes, has disrupted and delayed our previously contemplated program for factory production and commercial sales of color sets and tri-color tubes.

"In spite of the handicaps imposed by the FCC upon our program of experimental research, we are continuing that work with the objective of developing for the public the best tri-color tubes that can be made. We are making steady and substantial progress in this direction.

"It is clear from our past performance that RCA, as the pioneer in radio and television, recognizes its responsibility to the public to make available the products of its laboratories and factories. For example, the image orthicon, now basic in all television cameras, was developed by RCA, and, when the product was ready, we made it available to the industry. We expect to follow the same policy with respect to tri-color tubes.

"Until we have completed our research work, we will not be able to make models of our tri-color tubes available to others. As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available.

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RTMA MEETS NOV. 14-16 TO DISCUSS VITAL INDUSTRY PROBLEMS

With many vital problems facing the radio-television industry, RTMA officers, directors, and committees will meet in New York City Nov. 14-16 for a three-day conclave at the Waldorf-Astoria Hotel.

More than a dozen group meetings are scheduled with a session of the RTMA Board of Directors on Thursday, Nov. 16, with President Robert C.Sprague presiding, concluding the conferences.

Among the major problems confronting the industry which will be discussed and possibly acted upon during the RTMA meetings are the following:

A public relations program to give the public and the trade the facts on color television.

Current UHF television proceedings before the FCC.

A proposed code of advertising and selling ethics for the television industry.

The proposed excess profits tax as it would apply to radio-television manufacturers.

Military procurement and its effect on the electronics industry, together with NPA regulations affecting civilian production.

The application of the Walsh-Healey minimum wage act to the radio-television industry.

In addition, a number of other important matters will be acted upon by various groups, including the RTMA Reorganization Committee and the Executive Committees of the Set, Parts and Amplifier and Sound Equipment Divisions.

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WALTER A. BUCK ELECTED TO RCA BOARD OF DIRECTORS

Election of Walter A. Buck to the Board of Directors of the Radio Corporation of America was announced last week by Brig. General David Sarnoff, Chairman of the Board of RCA. Mr. Buck, who is Vice President and General Manager of the RCA Victor Division, succeeds Edward J. Nally, who retired because of age. Mr. Nally had been a Director since the formation of the Corporation in 1919 and was RCA's first President, from 1919 to 1923.

Mr. Buck joined RCA upon his retirement on March 15, 1948, as a Rear Admiral in the U. S. Navy, in which he served with distinction for thirty years, the last two as Paymaster General and Chief of Supplies and Accounts. He was President of the Radiomarine Corporation of America, a service of RCA, until July 7, 1949, when he was elected Operating Vice President of the RCA Victor Division. His promotion to Vice President and General Manager of the Division was announced on July 7, 1950.

A native of Oskaloosa, Kansas, Mr. Buck was graduated from Kansas State College of Agriculture and Applied Science with a Bachelor of Science degree in Electrical Engineering in 1913 and received a Master of Science degree from the same college in 1916.

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BETTER PRESS FOR MISTRESS MARGARET ON TELECAST

Miss Margaret Truman is faring much better with her telecast criticisms. Variety said:

"Margaret Truman contributed a two-ply boost to 'Toast of the Town' Sunday night (29). Not only did her bow on video serve as a terrific promotional peg but Miss Truman came through with an entirely satisfactory vocal turn. While not a Galli-Curci, the President's daughter rendered one American folk tune and one Grieg song with enough polish and style on her soprano pipes to confound the skeptics. Her charm and modesty also helped importantly to make her TV debut an unqualified success.

"The show, moreover, was not set up to make Miss Truman shine by comparison. It was one of 'Toast's' better layouts with five solid turns preceding Miss Truman. Smith and Dale, in next-to-closing scored strongly with a TV reprise of their shipboard sketch, while Victor Borge, also returning again on this session, once again socked across his comedy-pianistic routine."

The New York Times commented:

"Margaret Truman, the President's daughter, made her initial television appearance last night as a guest on Ed Sullivan's 'Toast of the Town'. She sang two numbers, 'My Johan', by Grieg, and 'O'er the Hills', by Francis Hopkinson, the latter a song of the Revolutionary days which she helped rediscover.

"Looking very attractive and possessing considerable stage presence, the coloratura soprano acquitted herself very nicely. Her choice of selection was well suited to her vocal range, and her diction was consistently clear. In the incidental banter with Mr. Sullivan, Miss Truman also was most gracious and modest."

Miss Truman completely outstripped the "Bobby Clark Show" on the rival NBC network in the ratings rise, according to a special 12-city survey conducted by Trendex and reported in Variety. "Toast" snared a 48.4, as compared with the 11.8 rating of the Clark show, aired as part of NBC's "Comedy Hour". "Toast" rating represented 74.9% of all sets in use at the time.

In the metropolitan N.Y. area alone, Miss Truman's appearance helped "Toast" climb to a hefty 50.4, as compared with the 8.3 for Clark.

An idea of the kind of free advice Miss Truman is getting from some quarters may be gathered from the following by Sonia Stein in The Washington Post:

"If I was Coca Cola I'd grabe Margaret. Miss Truman's television debut last Sunday night on 'Toast of the Town' wasn't 100 percent successful, as Miss Truman herself will doubtless note when she sees the kinescope recordings of it. But the girl's singing is such a small fraction of the girl, that I wouldn't be daunted if I were Coca Cola.

"I'd sign up Margaret to compete with Faye Emerson of the Pepsi Cola payroll, either on alternate nights on CBS (7:45) or on a rival network if CBS shows proper unwillingness to cooperate in such competitive skullduggery.

"And I'd have Margaret interview people. You'd never know it, to judge from the TV show Sunday, but Margaret glows with charm, gentle humor and the socially acceptable manifestations of a good mind.

"The Truman voice is pleasing enough - even to the carping critics - when it's not essaying opera, and Margaret might sing a folk song or ballad on each show. Cf. the daily Kate Smith show on WNBW (4 p.m.) for possible format.

"I'm all for a small, informal show where Margaret can relax. A couple of peeks at the kinescope and she'd get over all that eyebrow lifting and grimacing she does when she sings; the silent picture speaks louder than the most vociferous critic under some circumstances.

"And I think Margaret's audience would be wide and loyal. Just as Faye epitomizes what most men want in a woman (and most women would like to be) Margaret epitomizes what most people want in a daughter. She's nice but not stuffy, she's clever but not sarcastic, she's gay and friendly, talented and - properly photographed - pretty enough."

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FIVE PERIODS OF "OPERATION TANDEM" SOLD IN NEW AD CONCEPT

Five evening half-hour periods of "Operation Tandem", NBC's new advertising concept, which will give the same advertisers participation in top entertainment programs five nights a week, have been sold to two sponsors, Charles R.Denny, Executive Vice President of the network, announced last week. They are the Whitehall Pharmacal Company and the RCA Victor Division of the Radio Corporation of America. This announcement represents one of the largest time sales in network radio history.

The first part of "Operation Tandem" will start Sunday, November 5, on the 6:30 to 7:00 P.M., EST, portion of the 90-minute "The Big Show". Other programs involved in the initial "Operation Tandem" are the first half of the NBC Symphony, Mondays (10:00-11:00 P.M., EST); the first half of "Screen Directors' Playhouse", Thursdays (10:00-11:00 P.M., EST); "Duffy's Tavern", Fridays (9:30-10:00 P.M., EST); and "The Man Called X", Saturday nights.

"In 'Operation Tandem', we are not selling a radio show in the traditional way that shows have been sold in the past", Mr. Denny pointed out. "What we are really selling is mass circulation -- and we are selling it at a very low cost. We are convinced that this is the direction radio must take to capitalize on its strength."

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A "SHOOTING IN THE 1600 BLOCK OF PENNSYLVANIA AVE."

Each day still seems to bring a new eye-witness account of the amazing shooting affray the White House press and radio correspondents found themselves in the middle of on a routine afternoon last week. A prize version is this one from the Editor & Publisher:

"The only scheduled assignment for the afternoon was Mr. Truman's visit to Arlington National Cemetery to dedicate a memorial to Field Marshal Sir John Dill. Takeoff time from the White House press room was 2:40. The newsmen, accordingly, took late lunch hours and were trickling back to their desks in the Executive Mansion, across the street from the Blair House, when the Evening Star's special telephone brought a message to Joseph Fox, Star reporter. It relayed the 2:15 P.M. shortwave report of a shooting "in the 1600 block of Pennsylvania Avenue".

"That seemed strange because the White House is the only building in that block (the Blair House is in the 1700 block); but the correspondents rushed out and found screaming sirens cutting the way through traffic and depositing police beat reporters on the scene.

"Automobiles to transport reporters, radio commentators, and photographers to Arlington already were lined up on West Executive Avenue, almost directly across Pennsylvania from the Blair House.

"A shot rang out. It was dismissed as the report of a firecracker left over from the preceding night's Hallowe'en celebration. But when sirens of police cruisers, ambulances, even the fire department (someone had turned in a fire alarm) became audible, the cameramen tumbled out of their cars and in seconds were taking some of the best action pictures in the history of their art. (Rumor, which the photographers refuse to discuss, has it that television paid a high price for incidental, free-lance coverage.)

"It was estimated that more than 100 reporters, radio commentators and cameramen were on the scene within five minutes. Police and fire headquarters 'beat men' recognized the '1600 block of Pennsylvania Avenue' as meaning only one thing. Shortwave radio flashes cleared city rooms of the local papers, the White House press room was emptier; and when news tickers carried the flash into the National Press Club, servings of food and other nourishment were deserted in the grand rush.

"The story broke in time to make late editions of the local newspapers. It crowded the tickers and it pushed scheduled programs off the radio.

"Emergency Hospital, within easy running distance of Blair House, soon experienced the heaviest news and picture coverage of its long history. One of the would-be assassins was pronounced dead on arrival.

"Photographers were quoted widely in 'atmosphere' coverage of the story. Charles Corte of Acme Newspictures told how he saw one officer in the middle of Pennsylvania Avenue on one knee shooting toward Blair House.

"'I took a quick picture and hopped into the shrubbery when some more shots rang out', Mr. Corte was quoted.

"Bruce Hoertel, New York Times photographer, related that 'we shot pictures as we went.' He, too, saw a guard kneeling in the street, but by the time photographers got to him he was on his face, Mr. Hoertel said. At any rate, the Times ran a picture of a corpse on its front page: Mr. Hoertel's shot of the would-be assassin's body on the President's doorstep.

"Pictures were moved on wire circuits within half an hour of the first flash on the story.

"The Anderson (S.C.) Independent got out an extra at 3:35 P.M. and sold 3,600 copies. The banner said: BLOOD FLOWS IN NATION'S CAPITAL AS EFFORT IS MADE TO KILL TRUMAN."

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HARRY G. SPARKS OUT AS SPARKS-WITHINGTON HEAD

A bitter proxy fight in the past two weeks was ended last Friday (Nov. 3) by the election of John J. Smith, an accountant, as President of the Sparks-Withington Company of Jackson, Michigan. Louis S. Peirce, Cleveland attorney, became secretary of the concern in the first general change of top management in fifteen years.

Mr. Smith, a 38-year-old certified public accountant who lost his right arm while he was a farm boy succeeds Harry G. Sparks, operating head of the $9,000,000 radio television and auto parts concern since 1935, and Mr. Peirce replaces David L. Johnson, also a Cleveland attorney.

Winthrop Withington, Board Chairman for twenty-two years, will retire after last Friday's action and Mr. Smith also will assume his duties. Clifford M. Sparks, William J. Corbett and Charles J. Kayko, Vice Presidents, will continue in office. Harold M. Johnston was re-elected Treasurer.

Seven weeks ago Mr. Smith, who has been a stockholder in Sparks-Withington for several years, formed a protest committee comprising shareholders who, like himself, felt that officers and directors held too little stock in the organization and had too many outside interests. He joined with Mr. Peirce to combat an "inefficient and decadent" management and the combination won over majority support at the annual meeting of the shareholders in Cleveland last week. The protest committee won five directorships out of nine.

Sparks-Withington was founded by William Sparks, father of Harry. It has four plants in Jackson, Mich., home town of Mr. Smith, one in Steger, Ill., and one in London, Ont. Net earnings in the fiscal year ended on June 30, 1949, were only $25,708 on net sales of $16,809,353. Dividends have been poor compared with those of other concerns in the field, averaging only 10 cents a share annually over fourteen years.

Mr. Smith said the company planned to increase volume and would have operating within a year an aggressive sales promotion program. He added that a large Michigan financial institution had made available upwards of $1,000,000 which could be drawn upon as rapidly as sales and production could be expanded.

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PHILCO'S BEST QUARTER IN HISTORY - TOTAL $229,205,000

Sales of Philco Corporation in the third quarter of 1950 totaled $82,193,000 as compared with $46,776,000 in the corresponding quarter a year ago, representing an increase of 76%. Earnings in the third quarter, after Federal income taxes were accrued for that period at the higher rates required by the Revenue Act of 1950, were $4,256,000 or $2.47 per common share after allowing for preferred dividends. In the third quarter last year, when colume and income were held down by starting costs on the new television and radio line, earnings were $508,000 or 24 cents per share of common stock.

For the first nine months of 1950, sales totaled $229,205,000 and earnings were $10,412,000 or $6.03 per common share after preferred dividends. In the same period last year, sales were $150,043,000, and earnings amounted to $2,506,000 or $1.32 per share of common stock after preferred dividends.

"Sales of all Philco products ran at high levels in the third quarter, and our total volume of business was greater than in any previous three months in the company's history", William Balderston, President, said.

"Television output has been steadily increasing, and last week our manufacturing organization established a new production record. The reputation for quality and performance that our 1951 television and radio models have already achieved is especially outstanding. These products have been on allocation all Fall, and less than a single day's inventory exists in the hands of our distributors throughout the United States.

"Looking to the future, the Government has indicated its intention of limiting the amount of certain raw materials that are used by the consumer durable goods industries, and our company is now engaged in a broad study of the possibilities of substitute materials which will make it possible to maintain our high standards of quality and yet take care of the requirements of our customers. The volume of production orders we have received from the armed forces has been further increased and will add substantially to our overall levels of activity in 1951."

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FAYE EMERSON TO WED, SHE TELLS TV VIEWERS

Actress Faye Emerson surprised her television audience last night (Nov. 7) by introducing "the man I am going to marry" - Orchestra Leader "Skitch" Henderson, according to an Associated Press report.

Miss Emerson, former wife of Elliott Roosevelt, said near the end of the show she was announcing her engagement in that fashion "because you are all my friends". Mr. Henderson, also a television performer, has been Miss Emerson's regular escort for some time.

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SCISSORS AND PASTE

Sweet William Alerts Video To New Problems
(Larry Wolters in "The Chicago Tribune")

ANIMAL INDISCRETIONS: As most Kukla, Fran, and Ollie followers know, the show was somewhat dampened the other evening by Sweet William, a skunk from the Lincoln Park zoo who was making a guest appearance. Ollie came up promptly with a mop and saved the situation. On Sunday night, Sweet William showed up on the Lincoln Park Zoo show, but Zoo Director Marlin Perkins had taken precautions, and there was no repetition of his lapse. A few minutes later, however, a South American ferret had similar trouble, but Director Perkins was ready and reached for a towel.

Perhaps you've heard Dave Garroway's reference to the Budgy bird in the studio lastSunday. Budgy, a miniature parrot, got away from his cage on Gail Compton's Pet Shop a day or two earlier and has been winging around in NBC's studio A at potential peril to the performers ever since. Gail also had some trouble with a little lamb which verified the story Mary first told about her pet - "the lamb was sure to go".

There have been other cases of animal lapses. Back in the radio years FredAllen had eagle trouble. Of course, the radio audience didn't see this, but it broke up the show anyway. In television it happens occasionally. There was the case of the forgetful elephants on Super Circus.

Dr. Wesley A. Young, Managing Director of the Anti-Cruelty Society and conductor of the Animal Clinic on WENR-TV, recently ran into some problems with a four legged character called Milton Burro. This episode provoked a meeting of members of the stage-hands union, who demanded a clarification of the properties they were to handle. As a result, Dr. Young and Compton, among others, now have a special cleanup detail.

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Mark Is Doing No Weeping
("Hollywood Reporter")

Mark Woods, ABC Vice-Chairman, is waving no public crying towel over the radio situation - if there is a situation. Says he: "The radio business, in an over-all sense, is at a new high. And at this moment, radios are outselling television sets two to one. Significantly, a great proportion of these radio sets are being purchased by owners of television receivers. All that does not, it seems to me, add up to a picture of a sickly or moribund industry." Nor would NBC's successful peddling of Operation Tandem seem to indicate that the radio pulse is flickering away, regardless of the fact that one of the participating sponsors is Poppa RCA. There'll always be a radio - especially in the front seat of an automobile.

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Metropolitan Opera Doesn't Fear TV
("The Washington Post")

There is no reason to suppose that the pleasure of those present was marred in any way by knowledge that the evening's performance of "Don Carlo" was visible to more than four million television-set-owners if they chose to tune their instruments to it. It seems unlikely, indeed, that attendance at the Met will be diminished by television even on ordinary evenings; attendance still carries a certain cachet for the boxholders, who have subscribed this season with more than usual generosity, and a certain special satisfaction for all who are seated less conspicuously. This is not the first year that performances at the Metropolitan have been televised; but it is the first year they have been televised on a nine-station hookup with so large an audience capable of seeing them; and on Monday no fewer than 12 television cameras, one of them located close-up in the orchestra, were trained on the stage.

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That's What He Says
(Walter Winchell)

They say since the TV color flash, sales of sets dived 70 percent.

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Pennsylvania will be six million dollars richer after it collects from every tavern offering teevy diversion. Other States are expected to copy the teevy tax recently okayed by the High Court.

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Dayton Gets Long-Range TV Programs
(Bernie Harrison, "Washington Times-Herald")

Must have been considerable excitement in Dayton, Ohio, the other day. Almost any channel, provided the set had an outside aerial, brought in a station. Among the stations clearly received were ones in Binghamton, N.Y., Chicago, Kalamazoo, Mich., Louisville, Ky., Detroit and Cleveland.

Radio engineers advanced two explanations for the extended coverage:

a. Television waves were being reflected against the heaviside layer in the atmosphere.

b. The waves, which usually travel on the line of sight and don't curve, were bent or refracted.

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JAN MURRAY: What happens in England when a girl drops her handkerchief?

CONTESTANT: A man would pick it up and return it. It's the same here, isn't it?

JAN MURRAY: Not quite. Here, the fellow leaves the handkerchief and picks up the girl.

- CBS' "Songs for Sale"

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TRADE NOTES

TV picture tubes 16 inches and larger constituted 87 percent of sales to television receiver manufacturers in September, the Radio-Television Manufacturers' Association reported last Friday.

Besides the pronounced trend to larger TV screens, September sales to manufacturers showed rectangular tubes amounted to 56 percent of total tubes sold.

September TV tube sales to set manufacturers amounted to 764,913 units valued at $20,423,353 compared with 767,051 tubes valued at $20,335,873 in August.

Custom-built test systems which provide complete facilities for mass-production test and alignment of television receivers are described in a new brochure available to television manufacturers from the Equipment Sales Section of the RCA Tube Department.

Based on equipment and methods now in use in plants of the RCA Victor Division, the RCA custom-built test systems are the result of coordinated research by the company's transmitter, receiver, and test equipment engineers. The system is designed to speed up production, reduce manufacturing costs, and assure the accuracy of tests essential to the manufacture of television receivers of high uniform quality.

The Frederic W. Ziv Company, which produces radio and television shows, has appointed Herbert Gordon Vice President in Charge of Production. M. J.Rifkin was named Vice President in Charge of Sales of Ziv Television Programs, Inc., and Joseph L. Moore was named Treasurer of Frederic W.Ziv Company.

The Columbia Broadcasting System has completed contracts with Station WSM-TV, Nashville, Tenn., which now becomes the 61st affiliate of the CBS-TV Network.

United Pressed Products Co., 415 South Aberdeen St., Chicago, and its officers have been ordered by the FederalTrade Commission to discontinue misrepresenting the reception range of crystal radio sets.

They are required to stop advertising that under ordinary conditions the sets have a receiving range of from 25 to 50 miles or more, or that their usual range is in excess of their actual capacity to provide reception only for powerful local broadcasting stations.

The order also prohibits claims that the sets will afford increased selectivity by use of a condenser.

The RTMA last week took steps to safeguard the interests of radio-television manufacturers in connection with proposed excess profits tax legislation expected to be considered at a special session of Congress following the elections. Hearings on the tax legislation are scheduled to commence Nov. 15 before the House Ways and Means Committee.

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Robert D. Heinl, *Editor*

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November 15, 1950

RCA GIVES RADIO, THEATRE TRADE THE HORSELAUGH OVER "MADAM"

by Robert D. Heinl

When the word seeped through the theatrical district that the Radio Corporation was going to stick its neck out as the $200,000 angel for a Broadway musical play "Call Me Madam", there was utter amazement. This quickly gave way to raucous laughter when it was learned that the purpose of the venture was to secure the radio, television and album recording rights. Well, those might be the most expensive rights the RCA ever secured.

To begin with, who could tell despite the fact that it was one of the most brilliant production staffs ever assembled, that it might not be a flop. "Too many cooks." And exactly that thing nearly happened. In the beginning the people so famous for past performances fairly outdid themselves in the effort to silence the critics.

Howard Lindsay and Russell Crouse had a terrible time with the book. Irving Berlin, never satisfied, wrote and rewrote the music and lyrics, lost 5 pounds and had to go to a hospital to rest up. Ethel Merman had the disappointment of her life when she learned that the State Department had become fussy and refused to allow Mrs. Perle Mesta, American Minister to Luxembourg, whose career had inspired the musical, to attend the opening performance. The Department's attitude was that this would not be a dignified thing for her to do. This was quite a blow because, though Mrs. Mesta had been in Washington a few months before, she had made a special trip back to attend the premiere.

This situation was happily cleared up at a later performance when Mrs. Mesta not only attended but brought Mrs. Truman and Margaret with her.

Added to the birthpains of the new play, those who thought it was going to flop said, was the effort of such an amateur in the show business as the RCA in trying to put it on. They neglected to recall the fact that John Royal, now NBC vice president, and Frank M. Folsom, now President of RCA, who began his climb to high places by working backstage in his hometown of Portland, Ore., theatre, were again behind the scenes.

Skeptics, however, were thrown back on their heels by "Madam's" $1,000,000 advance sale, a new mark for the theatrical world to shoot at.

And then came the show itself with such press notices as this one in Variety:

"With its record-breaking advance sale of over $1,000,000 (without theatre parties), 'Call Me Madam' was an almost certain box-office success even before the opening. But on the strength of a heroic job of tryout doctoring by composer Irving Berlin, librettists Howard Lindsay and Russel Crouse and stager George Abbott, and with

Ethel Merman giving perhaps the most irrestible performance of her phenomenal career, the musical is apparently a huge popular success as well. It is hardly a great show, but it's plenty good enough.

"This is the show that, despite unprecedented preliminary interest, swamped the theatre, was rumored in the trade grapevine from out-of-town to be merely an ordinary musical and due to be a terrible anti-climax on Broadway. But in one of the most brilliant salvage jobs in recent years, the show was transformed during the tryout.

"The book was extensively rewritten, with a drastically revised second act. Three tunes, one a dance routine and one an elaborate production number, were scrapped, and two replacements inserted. Several numbers were moved around. One new dance number was added. New scenery and costumes were put in. The whole book was tightened and punched up. The performance was speeded and pointed. And the entire show came to life. It was a triumph by real professionals, working under pressure.

"It is unquestionably Miss Merman's show. As the ambassador to the mythical grand duchy of Lichtenburg, she is a captivating fictionization of Mrs. Perle Mesta, the fabulous Washington hostess and now Minister to Luxembourg, although a spoofing program note cautions: 'Neither the character of Mrs. Sally Adams, nor Miss Ethel Merman, resembles any other person alive or dead.'"

Most gratifying, however, is the capacity business the show is now doing with the house sold out months in advance. "Madam" is now in its fifth week with the following report from Variety:

Oct. 25: "Call Me Madam" (Imperial Theatre seats 1400; top price $7.20) has joined "South Pacific" as a hot ticket. First full week $52,500 (previous week - four performances, $24,800).

Nov. 1: "Call Me Madam" (3d wk) Getting all the the house will hold, $52,500 (previous week, $52,500).

Nov. 8: Same as previous week (all the house will hold).

All that money on a measly investment of $200,000 and Heaven too! For remember the Radio Corporation only backed the show to get the radio, television and album recording rights. This rich plum is yet to be plucked - and that's why the RCA is giving a good long old-fashioned horse laugh to Broadway theatre wisenheimers and the scoffing radio trade as well.

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FCC CHARGED WITH ATTEMPTING "TV PROGRAMMING BY COMPULSION"

A proposal of the Federal Communications Commission to limit the number of television programs available to the public from each network was contested Monday (Nov. 13) by the National Broadcasting Company as a move which would force from the air many of today's most popular programs, confuse the industry and discourage development of new show attractions.

It was absurd to believe, the National Broadcasting Company asserted, that the suggested rule, limiting the number of any one network's programs which individual stations could broadcast would either enlarge or protect the viewer's choice of network programs

Attorneys for NBC, in a statement filed with the Commission, said the proposed order would substitute "Programming by Compulsion" for free selection by station managers of shows which the public wanted and which were of the best quality.

The network's statement drew a parallel between the Commission's proposal and attempts to curb freedom of the press -- attempts which have been struck down by the United States Supreme Court. In similar manner, NBC contended Congress has specified that broadcasters must retain sole authority for determining which programs they should schedule in the public interest. This specification by Congress has been repeatedly reaffirmed by the Commission itself and by the highest courts, NBC pointed out.

"No concept is more fixed in government regulation of broadcasting than the fundamental principle that the station operator - the licensee - must at all times retain the right to select the programs to be broadcast by the station. The licensee does not operate the station in the public interest if, by any means, he abandons this responsibility.

"This statutory requirement of the Communications Act has been repeated over and over again by the Commission. It has been accepted and repeated by the courts."

The Commission's aims for vigorous competition between networks and the fullest possible selection of programs for viewers can best be achieved by free competition, NBC contended. Such competition will always result, the NBC statement continued, in "the larger and more effective use of television in the public interest."

The NBC statement reviewed what it said was NBC's long recognized leadership in television and its active and continuous encouragement of broadcasters to bring television to the public. While other networks were urging their affiliated stations not to build television stations, NBC, by contrast, was urging broadcasters to enter into television, and to build stations and the network itself supplied a full schedule of programs so that advertising support could be obtained for these new stations.

"NBC has made every effort to bring to the public the best programs available", the statement continued. "It has run financial risks to improve its service and to make its programs enjoyed - not endured - by the television audience. There has been equal opportunity for all networks to do the same. Their efforts have not been proportionate, as the public acceptance of programs well declared.

"Programming by compulsion is an illegal interference with the basic freedom of broadcasting from governmental control."

If the Commission's proposed order were adopted, NBC declared certain of the most popular programs would disappear and the "viewer will be required to look at whatever program is substituted for them." The effect would be to disregard the desires of the viewer, the NBC statement pointed out.

The idea that any one network dominates the field was repudiated by NBC. It pointed out that the other three networks have been able to clear full station lineups for popular programs. Moreover, it added, in the first nine months of 1950 other networks increased their television time sales, one by as much as 290 per cent and one by 283 per cent.

"There is no basis, therefore, for concluding that four networks cannot develop and expand unless artificial restraints on competition are imposed by governmental regulations", the NBC statement asserted.

Had the four competing networks agreed among themselves to allocate program time on a non-competitive basis, NBC pointed out, they would clearly have violated the anti-trust laws. Congress never intended for the Commission to set aside these laws, the NBC statement declared.

"Under the existing system", it pointed out, "there is vigorous, free competition among the television networks, as Congress intended...competition would be anything but vigorous if the aggressive force of the leader in the industry were hemmed in to the bounds of the lowest level of network operations."

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OHIO MAN IS INDICTED IN "VOICE" TOWER BLAST

Herman F. Kinner, 38-year-old former mental patient, was indicted by a Federal Grand Jury in Cincinnati last week on a charge of dynamiting a "Voice of America" antenna tower at nearby Bethany,O.

Kinner was arrested October 25 at El Paso, Tex. He confessed to FBI agents that he touched off a box of dynamite at the base of the antenna September 17 because he had been "hearing voices".

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CBS COLOR SYSTEM CONVERTER CALLED "SIMPLICITY ITSELF"

A "sneak preview" of a live converter television program in full color put on the air in New York last Friday (Nov. 10) by the Columbia Broadcasting System, was witnessed by Jack Gould, of The New York Times, who described it as follows:

"The program was tuned in by this writer on the first converter made accessible to the public since the C.B.S. color system was approved by the FederalCommunications Commission on Oct. 11.

"Operation of the converter, a device that has been one of the major points of controversy in the dispute over colorTV, proved to be simplicity itself, certainly no more difficult than tuning in a black-and-white program.

"The images had exceptional color fidelity. More than ten pastel shadings were distinguishable. Switching between black-and-white programs on other stations and the C.B.S. telecast left no doubt of the greater appeal of color transmissions.

"The converter on which the pictures were seen was manufactured by the Tele-tone Radio Corporation, of which S.W. Gross is President. It was set up at at the corporation's plant, 540 West Forty-eighth Street, a little less than a mile from the C.B.S. transmission tower atop the Chrysler Building. At the plant the writer was free to make tuning adjustments without the aid of engineers or technicians.

"Unlike the first unattractive converters publicized immediately after the FCC decision, the device used Friday was a self-contained unit separate from the receiver itself. All the equipment was out of sight and in a table-model cabinet.

"The converter, which was roughly twenty inches square, contained its own picture tube, which was of the seven-inch size, but with magnification it was the equal of a ten-inch screen. At next week's demonstrations a sixteen-inch screen will be on view.

"Inside the converter was the much-publicized spinning filter disk the CBS system uses to inject the primary television folors of red, blue and green. The electric motor employed to spin the disk, however, was inaudible unless one pressed an ear directly against the side of the cabinet.

"Connection of the converter was not difficult and could be done by anyone capable of removing a tube from the back of a set. The video amplifier tube, one of the small peanut tubes, is removed from the set, and in its socket is inserted a plug. On top of the plug is a socket in which the original tube is replaced. Wires from the plug lead directly to the converter, which may be placed above, below or near the receiver.

"There were two controls on the converter. One was a push-button resembling a door bell, which served to bring the colors into synchronization. At most only two gentle taps were necessary to put the colors in their proper places.

"The second was a knob similar to the conventional contrast control, which served to achieve proper balance between colors. Actually, it seemed to work more simply than the contrast control on a black-and-white receiver because, with many different colors, it was easier for the eye to judge the proper contrast than is often the case with only shadings of black and white.

"With those two operations the color program was tuned in.

"Personal experimentation with the operation of the converter and the receiver to which it was attached showed no difficulty in switching from a black-and-white program to color and vice-versa. With the converter on, for instance, a viewer first could see black-and-white on the regular receiver screen and then, by flipping the receiver's station selector switch, see color on the screen of the converter.

"Under the CBS system, a color picture cannot be seen in black-and-white on a present set without an adapter, which also is an integral part of the converter."

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TV NETWORK STRIKE AUTHORIZED BUT DISCUSSIONS CONTINUE

Television's performer unions authorized a strike last night (Tuesday, Nov. 14) that, if carried through, might cripple network video this week. The Union's decision followed a day of negotiation with the networks that both sides admitted had been almost fruitless.

To avert a strike that might call away from television studios and theatres nearly all actors, singers, dancers and announcers, another discussion was scheduled for today. In the event of such a strike there would be little left for television programs but films and discussion programs.

How serious a strike would be was not known last night because the industry had never been affected by such a tieup. Thus, it was not certain that the lack of announcers could prevent a satisfactory sports program on television.

Radio was too involved in a dispute that had strike possibilities. During the night, in New York, Chicago and Los Angeles, members of the Board of the American Federation of Radio Artists, A.F.L., conferred by long distance telephone to decide if its members should be asked to strike against the radio networks.

Increased tension in the television industry developed in conference rooms on the sixth floor of the RCA Building, 30 Rockefeller Plaza. Along carpeted corridors the conferees moved from one paneled room to another, as the groups either sat around the same table or separated to consider numerous proposals and counter-proposals.

Networks represented were the National Broadcasting Company, the Columbia Broadcasting System, the DuMont Television network, the American Broadcasting Company and WOR-TV.

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RCA ASKS COURT TO ENJOIN FCC IN COLOR TV; SEN. JOHNSON HIT

In a strong plea for a temporary restraining order against the FederalCommunications Commission's recent decision adopting incompatible color television standards, John T.Cahill, General Counsel for the Radio Corporation of America, declared in the United States Court in Chicago yesterday (Tuesday, Nov. 14) that the FCC's order was invalid and would result in irreparable injury to the television industry and to the public.

Mr. Cahill said that the action of the Commission in issuing an order on October 10, effective on November 20, 1950, standardizing upon the CBS color television system and outlawing the commercial broadcasting of color by any other system, was arbitrary and capricious, and not supported by substantial evidence. Prohibition and outlawing of the RCA completely compatible, all-electronic color television system, Mr. Cahill declared, "is entirely indefensible."

An attorney for the Pilot Radio Corporation,Brooklyn, said that Pilot had received a "threatening" telegram from Senator Edwin C. Johnson (D., Colo.), Chairman of the Senate Commerce Committee, because of the dispute. He said Pilot asked Johnson why he stepped outside of his legislative role and "cajoled,prodded and even demanded that the FCC approve a color system."

Pilot said Senator Johnson answered in a telegram that "in dues course it is likely that those believed to be the conspirators will be called before a committee and given an opportunity to prove the other allegations contained in your telegram."

As a possible indication of how the suit may be decided, one of the judges, Chief Justice J. Earl Major of the UnitedStates Circuit Court of Appeals, asked if any "harm" would be done by postponing the Nov. 20 effective date.

"The Commission, by its order here under review", said Mr. Cahill,"has established a new and narrow gauge on which the Commission says that color trains must hereafter run. It is our position that the establishment of this second and narrow gauge is arbitrary and capricious. But whether or not the Commission has power to provide for the building of this narrow gauge service, it clearly lacks the power to say that the cars pulled over the standard gauge railroad can only be black-and-white cars and that color cars cannot pass on the standard gauge.

"All the color broadcasts on the compatible RCA system do is to vary the commercial black-and-white signals in such a way as to make the transmission one which can be received in color by color receivers without affecting the reproduction of black-and-white pictures on existing receivers as they stand."

Mr.Cahill pointed out that the CBS system, which was adopted by the Commission on an exclusive basis, is an incompatible system.

"By that", he said, "I mean that no television picture whatsoever can be received by any of the nine million sets in the hands of the public from the color transmissions of the CBS system. In other words, the nine million sets will be able to receive no picture of any kind from color television programs broadcast on the CBS system. The thirty-five million people of this country, who are now members of the television audience, will be deprived of any service whatsoever from color broadcasts made with the FCC's order.

"The public's investment of two and one-half billion dollars in home television receivers in the last four years will be rendered ineffective to the extent that there are color television broadcasts under the CBS system which the Commission has exclusively adopted -- unless hundreds of millions of dollars are spent by the set owners."

Mr. Cahill pointed out that the cost to present set owners of adapting existing television sets to receive the degraded black-and-white pictures under the mechanical spinning wheel system, of the CBS, would be approximately $500,000,000. If they wished to convert their sets to receive CBS color they would have to spend about $1,000,000 more. This would levy a total tax upon present set owners of approximately one and a half billion dollars.

"Whatever work has been done on the CBS system in the last ten years", Mr.Cahill said, "has not resulted in one fundamental improvement of that system." He called attention to the fact that ten years ago the largest direct-view picture which CBS could produce was a 12½-inch picture, while today the largest direct-view pictures which CBS can produce with its mechanical apparatus still is a 12½-inch picture.

"In this connection", asserted Mr. Cahill, "when an adminstrative commission sets itself up as the arbiter of the public taste in the size of pictures the public would like to have on its receivers, it is worthy of note that more than 99 percent of the receivers in the hands of the public today are direct-view receivers and that 90 per cent of the sets now being sold have picture tubes of 16 inches or larger.

"The CBS system does not permit the highest quality of color service known to the art", continued Mr. Cahill. "It does not leave room for all foreseeable improvements. It does not permit all receivers to obtain pictures from all transmissions. The FCC order deliverately splits the television broadcasting service and deprives the public of continuity of service."

After pointing out that RCA had made important developments in its tri-color tube receivers, which the Commission refused to consider, Mr.Cahill said:

"The Commission showed the same disregard of the Report of the Condon Committee as it did of the RCA Progress Report. The Report of the Condon Committee, in view of its scientific competence, would have been of enormous assistance to the laymen members of the Commission.

"The considered opinions and recommendations of completely impartial scientists were ignored and a system was adopted against the united warnings of almost all the outstanding television research organizations in the United States that the CBS system was not the best available or satisfactorily capable of further improvement."

Attacking the FCC's "contemptuous disregard" of the radio engineering profession, Mr. Cahill said that the Commission rejected all the expert opinion except that of the proponent CBS and of the FCC's staff engineer, Edward C. Chapin, "who we further allege not only took the most active technical role in the hearings for the Commission, but, as well, was in charge of the Commission's laboratory where the rival systems were tested."

Mr. Cahill further alleged that Chapin invented a device usable only in the CBS system although he foreswore any financial interest therein by assignment of his invention to the government.

"As a result of Cahpin's participation, the RCA system did not get a fair trial nor did the CTI system. The failure of the Commission to replace Chapin with another member of its technical staff was contrary to the previous uniform policy of the Commission of scrupulously protecting its proceedings from the suspicion of partiality.

"The fact that with the RCA system a color picture can be nine times as bright as a CBS picture, without the annoying effects of flicker, is not even mentioned", continued Mr. Cahill. "The fact that the RCA color system makes possible a color picture with more than twice as much detail than the CBS system, is not even mentioned.

"Most flagrantly in violation of its statutory duty to conserve the priceless national asset of the radio spectrum, the Reports of the Commission do not even mention the fact that the RCA color system makes far more effective use of the radio spectrum than does the CBS system.

"Perhaps the classic, however, has to do with the RCA tricolor tube -- a miracle of modern invention and research, which simplifies receivers for the RCA color system basically to a single picture tube", said Mr. Cahill. "Hailed as a great scientific achievement, again by all except the Commission, it is treated as though its very existence was hardly conceded. This, despite the fact that it was demonstrated in operation to the Commission and now, that which they disparage, they want RCA to hand over to CBS.

"The best thing that even the Commission can say about the CBS system is that it is adequate. Never was a system damned with fainter praise."

Calling attention to the "irreparable injury" to RCA, Mr. Cahill said that by standardizing upon the CBS color system the Commission has, in fact, jettisoned the research and development by RCA of its color system in which RCA has invested millions of dollars.

"In addition", he said, "the FCC order has impaired the market acceptance of present television receivers by authorizing this incompatible system and thus creating confusion in the minds of the public.

"Most important of all", continued Mr. Cahill, "the Order sets standards which will impair the growth of the television industry by limiting the present high standards of black-and-white television and, at the same time, increasing the cost of television receivers designed to operate on the new color system."

He also pointed out "irreparable injury" to the RCA Victor Distributing Corporation, in that present receivers cannot receive color programs without extensive adaptation and that fact has caused a softening of the television receiver market, as well as a definite threat of greater injury if the Order is allowed to become effective next Monday.

In conclusion, Mr. Cahill asked that the motion for a temporary restraining order and for a preliminary injunction should be granted, and that the motions to dismiss the complaint or, in the alternative, for summary judgment, should be denied.

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RCA AND I. T. & T. SIGN LICENSING AGREEMENTS

Agreements between the Radio Corporation of America and the International Telephone & Telegraph Corporation, providing for the exchange of licenses under radio, television and electronic inventions by these companies and their manufacturing subsidiaries were signed jointly Monday (Nov. 13) by Brig. Gen. David Sarnoff, Chairman of the Board of RCA, and Sosthenes Behn, Chairman of I.T.&T.

The agreements, effective immediately and extending to December 31, 1954, cover such commercial apparatus as broadcasting transmitters, television transmitters and radar equipment, as well as cathode-ray and power tubes developed by the two companies and their subsidiaries, the announcement said.

Under the terms of the agreements, standard licenses are granted by RCA to Federal Telephone and Radio Corporation and Federal Telecommunication Laboratories, Inc., manufacturing and research associates of I. T. & T., to manufacture and sell commercial apparatus and power tubes utilizing RCA developments. Licenses are granted to these two companies and to Capehart-Farnsworth Corporation, another domestic associate of I. T. & T., for cathode-ray picture tubes developed by RCA.

I. T. & T. and its associates also have access to RCA's color television inventions under the agreements. Similarly, RCA is licensed to use inventions of I. T. & T.'s associated companies in the manufacture of power tubes and commercial radio apparatus.

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CLAIMS PUBLIC WOULD LOSE BILLION DOLLARS IN COLOR TV ADAPTERS

The public will be "mulcted" of a billion dollars if the color-TV system ordered by the Federal Communications Commission godes into effect, Dr. O. H. Caldwell, editor of Tele-Tech charges in his December issue now on the press.

Says Dr. Caldwell, former Federal Radio Commissioner:

"One of the arguments given by FCC for adopting a non-compatible system is the greater economy and lower cost to the broadcast stations for their necessary color equipment, towit:

"To install compatible 3-camera color outfit	$70,000	per	station
To install non-compatible 3-color camera outfit	20,000	"	"
Saving by non-compatible system	$50,000	"	"
Total saving by 107 stations	$5,350,000		

"But if these stations go full-time color as the FCC is expected eventually to order, adapters will have to be installed in 10,000,000 present TV sets (to enable even black-white pictures to be seen) at a cost of $70 per set, requiring the public to spend 700 million dollars, (or to junk the $3 billion investment they already have in existing sets", estimates Dr. Caldwell. "If future set production is included, another $300,000,000 should be added, making the cost to the public for the present non-compatible system roughly a billion dollars. Thus by saving the broadcast stations five million dollars the public will be mulcted of a billion dollars by the color-TV system ordered by the FCC."

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COMMENTS FILED REGARDING PROPOSED FCC REBROADCASTING SECTION

The National Association of Broadcasters Monday (Nov. 13) filed with the Federal Communications Commission its comments with regard to proposed rule-making procedures concerning a clarification of the rebroadcasting section of the Communications Act.

The inquiry before FCC involves an interpretation of the term "originating station". The specific problem concerns an instance where Station A desires to rebroadcast network programs of Station B, having obtained the consent of the network, but having failed to gain the consent of Station B.

NAB, in its commentary, contends that Sec. 325(a) of the Communications Act, although speaking of "programs", necessarily includes "signal", citing 1927 legislative history in its argument.

Consequently, avers NAB, the question narrows as to which station is the originating station of the signal. When Station B picks up the network program from the cable it amplifies the video signal and gives it new characteristics, and then transmits it from its transmitters. When this operation takes place, its legal consequences are the same as if no prior pickup was involved. It is a separate performance under the copyright law; it is a separate publication under the law of defamation; and it is a separate transmission of the signal under the Communications Act. That property rights accrue to Station B in this retransmission is without question. As far as Station A is concerned, Station B has originated the signal, and has "produced it as new".

NAB also contended that separate and apart from Sec.325(a), there exists a protectible property interest in the signal of a radio or television station resulting from the labor, facilities, expenditures and techniques of the licensee.

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FOLSOM, RCA, ADVOCATES U.S. PROCUREMENT GENERAL

The appointment of a Procurement General with policy-making authority over all Government and defense buying in peace and war was recommended in New York Monday (Nov. 13).

Frank Folsom, President of the Radio Corporation of America, and Director of Purchases in the Office of Production Management in the last war, made the recommendation at a defense "controls" panel session of the Trade and Industry Law Institute, Inc., at the Roosevelt Hotel.

Mr. Folsom told the 250 executives present that compared with the same period in the last war, Government arrangements for priorities and allocations were well advanced. The suggested Procurement General would coordinate policy plans.

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DEALERS ASKED TO TONE DOWN TV ADVERTISING

Elimination of misleading advertising concerning application of the new excise tax on television sets was urged yesterday (Nov. 14) by the Better Business Bureau of New York City.

In a bulletin issued to the industry, the Bureau pointed out that some references to the 10 per cent tax had mistakenly led consumers to believe that the levy amounted to 10 per cent of the retail price. The tax, which became effective on Nov. 1, is 10 per cent of the original manufacturer's price to wholesalers or retailers.

The bulletin, which went also to advertising media, recommended that the term "10 per cent" be used in reference to the excise tax only where it is clearly described as a 10 per cent tax on the manufacturer's price to the trade. The bulletin also made additional definition of advertising and selling standards recently adopted under sponsorship of the Bureau by a large part of the trade dealing in radio, television sets and services and home appliances.

When retail prices of television sets are advertised, the Bureau noted, all additional payments for excise tax, warranties or other charge necessary to obtain delivery should be clearly stated in immediate conjunction with advertised or quoted prices. The trade was reminded that when warranties are mentioned in advertising, their terms and duration also must be clearly stated under provision of the adopted standards.

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COLUMBIA UNIVERSITY BEER SPONSORSHIP AROUSES WCTU

The Women's Christian Temperance Union put on its war bonnet and got out the old tommy-hawk in an attack on Columbia University for accepting brewery sponsorship for a television program.

Mrs. D. Leigh Colver, in Evanston, Ill., last week, President of the W.C.T.U. called the program "a scheme of education for alcoholism which uses American classics as springboards for beer promotion.

The program is the "Pulitzer Prize Playhouse" sponsored by the Joseph Schlitz Brewing Company, Milwaukee, over the ABC-TV network. It features famous plays, mostly Pulitzer Prize-winners, for which Columbia's pulitzer School of Journalism makes the annual awards.

Mrs. Colvin said Columbia should return a $100,000 gift from Schlitz and withdraw its cooperation. She said no mention on the TV show is made of either Columbia or the Pulitzer School of Journalism.

However, she said, "the tieup * * * allies the university, its school and the Pulitzer name with programs which are obviously put on by the brewer to promote drinking in the American home.

"Beer bottles and beer drinking have been rampant in commercials between acts, one recent commercial depicting Mona Lisa coming to life from her painting to reach for a glass of the sponsor's beer."

In Milwaukee, Schlitz president Erwin C. Uihlein called attention to the endowment of Vassar College by Matthew Vassar, a brewer. He said that when the TV show opened Oct. 6, Dean Ackerman referred to Vassar as setting a "fine precedent" for Schlitz sponsorship of the program.

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SCISSORS AND PASTE

Film Leaders Eeen Meeting To Counteract TV
(Herb Golden in "Variety")

A hush-hush session of top industry leaders in production, distribution and exhibition is currently being planned. It will frankly be a "What-are-we-going-to-do-about-it?" meeting to plot counter-measures to the inroads on film grosses by TV and other forms of competition and to consider ways of reviving the faltering boxoffice.

Powwow is an outgrowth of a session held for the same purpose among about 25 of the top exhibitors in the country at the Theatre Owners of America convention in Houston last week. The circuit chiefs, whose holdings represent investments of millionds of dollars, met at a private dinner sponsored by New York theatreman Simon H. Fabian.

Secret session was a grim, no-kidding affair, with all those in attendance cautioned against talking about it. It would up with a suggestion from Charles Skouras, prez of 20th-Fox's circuit-owning subsid, National Theatres, that another similar meeting be held with top-echelon production and distribution executives as quickly as possible.

Skouras pointed out that exhibs couldn't hope to face the problem themselves, since it was too complex and necessarily involved the producers. He asked that arrangements be made to hold a private conclave on the Coast, and efforts are now being made toward that end. * * * *

Mitchell Wolfson, who owns both a theatre circuit and television station in the Miami area, urged exhibs not only to get into large-screen TV in their theatres as soon as possible, but to try to get into the tele broadcasting business itself.

Resolution brought forth by Wolfson and approved by the convention declared: "It is appropriate that exhibitors recognize the existence and growth of the new electronics medium and participate to the fullest extent in television both for the public and their own interests." * * * *

Major reason for the desire of those who have installed theatre TV to get other exhibs to do likewise is that the sooner there is a healty circuit of such facilities available, the sooner programming can begin. Fabian, Wolfson, Balaban, Corwin and others are anxiously awaiting the time they can afford to buy up major events exclusively for theatre tele.

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Tanks and Television
("The New York Times")

Secretary of Defense George C. Marshall, addressing the Business Advisory Council of the Department of Commerce, told its members that they should be prepared for a defense production program of at least four years' duration. The blueprint for such a military program, said General Marshall, is already more than half completed.

While this meeting, held at Sea Island, Ga., was "off the record", one gathers that the representatives of business were reassured on one matter concerning which they had been in a good deal of doubt. The flow of military orders, they were told, would be scheduled at such a rate, or rates, as to prevent as far as possible temporary shutdowns or lay-offs in industry. In other words, the program is to be geared so that that part of industry which is not producing for the rearmament effort will be free to continue turning out autos, refrigerators and television sets.

This is all to the good, so far as long-term policy is concerned. But the fact is that, while it may be approaching the top, the nation's economy is still in the rising phase of a civilian goods boom of which the automobile and the television may be said to be symbolic. The first task, and the most important, is to bring that boom under control even though this may involve what Dr. Nourse described in early 1949 as "a little healthy disinflation". We have had expert testimony that original price estimates of a number of typical defense items have already jumped very sharply since Korea, though the rearmament effort is still in the blueprint stage.

With a major defense program looming ahead for the next four years, the danger is not that the production of civilian goods will collapse; the danger is that in our zeal to see that no "slack" is permitted in the economy, we shall find ourselves burdened with war costs vastly greater than they would have been if we had been prepared to curb our appetite for automobiles, inordinately overpriced housing and television sets.

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No Industry Has Ever Faced Such A Problem As TV Servicing

(C. M. Odorizzi, Operating Vice-President, RCA-Victor Division, in "Radio Age")

The quality of television service must match stride with the growth of the television industry or that growth will be retarded. No other industry producing such a highly-technical product as television has grown so rapidly in such a short time. No other industry has ever faced the problems of providing technically trained manpower in such quantities as television's fantastic growth has required.

At the end of last December there were 4 million television receivers in service - 3 million more sets have been added since then up to the first of September. The industry forecasts that more than 2 million receivers will be sold during the balance of the year. This means that dealers throughout the country must be prepared to install and service, during the last quarter of the year, half as many receivers as were sold during the entire 4-year period of 1946-1949.

The real problem of the industry this fall and winter will be the training of a sufficient number of skilled technicians to install and service the receivers which manufacturers plan to produce and sell.

The answer as to whether or not a dealer should perform his own service depends entirely on the dealer - on his available capital, his volume, and his objectives. Many dealers operate fine service departments and take great pride in the excellence of their service.

(Continued on page 16)

TRADE NOTES

For the information of those attending the Columbia Broadcasting System color demonstration in New York this week, Columbia is passing out a 6-page mimeograph release entitled "CBS Color Television - Questions... and ... Answers"

The questions discussed are "Why Color Television?" "Why Color Television Now?" "Why CBS ColorTV?" "What About My Set?" "Are Manufacturers Making Adapters and Converters Yet?" "When Do Programs Start?" "How Does CBS System Work?" "What's In It For CBS?"

Copies may be had by addressing the Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York.

Floyd G. Blair, President of the New York Philharmonic-Symphony Orchestra has suggested that letters be written by listeners to the Columbia Broadcasting System concerning the new Sunday schedule, which places the orchestra's broadcast at 1 P.M. instead of 3, by magnetic-tape transcription. Mr. Blair said in the Far West this time conflicted with church services, and that interest in the Philharmonic was suffering.

The Annual Television Clinic of the Television Broadcasters' Association, Inc., top day long conclave of the television broadcasting industry will be held Friday, December 8, from 10 A.M. to 5:30 P.M., with Eugene S. Thomas, Manager of Television Operations of WOR-TV, as Chairman, in the Starlight Ballroom of the Waldorf-Astoria Hotel, New York. The event is expected to attract over 400 persons.

Following her successful television debut, Margaret Truman daughter of the President, will make a return appearance on Ed Sullivan's CBS-TV "Toast of the Town" program in the near future.

The actual date of her appearance will have to be worked into her current New England concert schedule but it will not be until after the "Toast of the Town" broadcast of Nov. 19, which will originate at the Boston Opera House.

Muntz TV, Inc. - Six months to Sept. 30: Net profit $446,445, equal to 44¢ a share. No comparison is available.

Color video beamed commercially is at least three years away, William A. Bless, veepee of Avco Manufacturing Corp., and Crosley Division Sales Manager, predicted in Chicago last week. A chief delaying factor will be the great cost of tinted shows to the sponsor, he stated.

Manufacturing exec claimed that the Crosley half hour of NBC's "Show of Shows", which costs $35,000 in black and white, would be upped to nearly $70,000 in color.

About 7,213,700 American families - almost one out of every five - own television sets, the Industrial Surveys Co., reported to the U.P. in Chicago last Sunday (Nov. 12). The actual ownership ratio is 17.9 percent of the approximately 40,300,000 families in the Nation.

Geographically, more than one of every three families in the Northeastern States owns a receiver, and about one in every seven in the North Central States has a set. "Poor" people own a good share of the sets. More than 11 in every 100 families in the lowest quarter of the economic strata have TV in their homes. Twenty-four in every 100 of the top quarter families have receivers.

Craftsmen and skilled laborers own the greatest percentage of sets among occupational groups, followed by clerical workers, sales and service workers, professional men and women, and executives, farmers own the least.

Television caused its first United Nations controversy at Lake Success last Saturday (Nov. 11). More accurately, it was the lack of television that caused the trouble.

Many delegates have been using the set in their lounge. The set was tuned to the proceedings in the Security Council or the Political Committee, which are televised during the day by United Nations cameras.

Saturday the set was removed because Secretariat officials believed it was attracting too many persons who had no business in the lounge. Some delegates complained. In diplomatic circles it was felt that there was an excellent chance that the television set would be returned to the lounge.

Radio and television dealers in 36 States and the District of Columbia were shipped 3,952,000 television receivers in the first eight months of 1950, the Radio-Television Manufacturers' Association reported last week. TV sets shipped in August totalled 845,000, according to estimates by RTMA of member and non-member company shipments.

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("No Industry Has Ever Faced Such A Problem As TV Servcing" continued from page 14)

These men have been willing to invest the necessary capital to provide good service facilities, space for the service shop, good office records, and excellent test equipment. Of equal importance, they have seen to it that they have properly trained technicians and experienced supervisors. They have a sizable investment in installation materials and in repair parts to take care of old as well as new models. The successful servicing dealer keeps accurate cost records, and sells and merchandises his service in the same way that he handles his products.

All of us have seen examples of small dealers, large dealers, and even large department stores, that have rushed into the servicing business without the ingredients which are so necessary to a successful operation, only to discard the program when they found that it was unsatisfactory and unprofitable. In like manner, television service contractors have gone bankrupt.* * *

I believe the television service contract to be the greatest merchandising tool that has ever been placed in the hands of dealers. If there is one pitfall that the TV industry must avoid, it is the pitfall of the 50¢ radio service calls and the sharp radio service practices which we all remember. Consumers are perfectly willing to pay reasonable service charges on mechanical and electrical products.

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HEINL NEWS SERVICE

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November 22, 1950

GET YOUR CHILD A TV SET ADVERTISEMENTS STIR UP A HORNET'S NEST

A tremendous amount of indignation has arisen as a result of a series of newspaper and radio ads started last week by the American Television Dealers and Manufacturers. The first ad was headed: "There are some things a son or daughter won't tell you." It featured a boy and a girl whose home has no television. The girl, her chin cupped in her hand, is crying over their plight. It continues with details of "deep loneliness" because "the kids were mean and won't play with me!" The advertisement urged the purchase of television sets to save children from the "humiliation" of "begging those precious hours of television from a neighbor."

Prior to the newspaper insertion a spot announcement that television has become a "must" for children had been sent to 250 radio stations throughout the country. It featured the heartbroken sobs of a little girl because there was no television set in her home.

The first repercussion came as a result of a letter of endorsement which appeared as part of both the newspaper and spot announcement ads written by Angelo Patri, well known authority on children and writer of a syndicated column on child psychology published by the Bell Syndicate, a portion of which read:

"Youngsters today need television for their morale as much as they need fresh air and sunshine for their health. . . It is practically impossible for boys and girls to 'hold their own' with friends and schoolmates unless television is available to them. . . . To have television is to be 'cock o' the walk.' Not to have it, well, that is unthinkable."

This aroused the ire of the Evening Journal of Providence, R. I., which immediately discontinued the column, after printing it for many years, saying letters from readers had protested the columnist's endorsement of an "inferiority complex" theme among listeners.

The newspaper added:

"We will not permit supposedly independent and objective experts to pervert their positions for commercial purposes."

The Associated Press reported that Mr. Patri had said he was withdrawing from the advertising arrangement. He was quoted as saying: "I will never advertise anything for anybody anymore."

Business Manager Joseph B. Agnelli of Bell Syndicate said Mr. Patri had given the endorsement but had not seen the entire ad copy beforehand and thus did not know the line it would take.

Tide, a news magazine of the advertising business, released the text of an editorial in its current (Nov. 24) issue in which the campaign is termed a "body blow (to advertising), the roughest it has had in a long, long time."

An editor of Tide said the magazine also planned a news story on the advertisement, which is being augmented by a similar sales approach in radio advertisements. He added the campaign was planned to cost between $1,000,000 and $2,000,000.

The American Television Dealers and Manufacturers was described in the Tide editorial as "an informal group formed to fight the effects of the 10 per cent excise tax and color television."

The Tide editorial reported "tremendous reaction to the ads."

"They came from advertising executives and from housewives and from people in between", it added. It called the advertising "The worst case of poor taste that advertising had had in years."

The Family Service Association of America condemned in New York Saturday (Nov. 18) a television industry advertisement that appeared in newspapers as "unmitigated nonsense" and "cruel pressure" on parents.

Considerable heat has been generated in letters now coming to the editors of the newspapers.

"Never have I read anything which so thorough offends a democratic sense of decency as the full-page advertisement of the '1950 American Television Dealers and Manufacturers' which appeared in The New York Times of Nov. 14", John H. James writes to the Times. "Never have I witnessed such gross exploitation of that fundamental conflict which exists between 'haves' and 'have nots' in any society.

"I am aware of the 'class appeal' of most advertising today, but this particular advertisement sinks to abysmal depths in the commercial anarchy of modern huckstering. How vicious and insidious can an adman get?

"As for Angelo Patri, the less said about his testimonial in this ad the better. What does Patri advocate, a new generation of television-nursed brats? A new generation of video-chondriacs?"

This protest is echoed by another Times reader, Mary Morris Hogan, of Jackson Heights, N. Y.:

"I have read and been forced to listen to offensive advertisements before, but the worst is the television ad in The Times of Nov. 14.

"We have a boy of 8 and a girl of 7 who asked for a television set at least a year before we bought it. Our method of raising our children would not be approved by the child guidance expert quoted in the advertisement. We did not immediately purchase a set with 'easy payments' in order to save our children 'embarrassment'. Instead, we told them how much a television set would cost, and said we planned to save our money for a television set. * * *

"The commercials on the children's programs do their best to combat this old-fashioned training. A product is never advertised as costing 89 cents; it is always 'only' 89 cents. I spent six months giving my children an 'anti-commercial course' and they graduated with honors.* * *

"Now I can read the evening paper while the children listen to commercials, secure in the knowledge that, thanks to television, they are now huckster-proof. When Mr. X leers and says, 'Kiddies, call Ma from the kitchen to see this', they answer in chorus, 'Her name is Mother, she's not in the kitchen, and she doesn't want any.' When the final box-top offer of the day comes into our home, the children's favorite retort is given: 'Mother, tear off your head and send it in for two tin whistles.'"

"The American television dealers and manufacturers who inserted the full page ad in the Post November 15 may be surprised to hear that I am not grateful for their solicitude for my child and the other children who are being denied vitamin TV for their minds", Edgar Bolen declares, addressing The Washington Post. "They will probably be amazed to hear that I am hopping mad.

"I feel that that particular ad approaches the all-time low in advertising - even if the statements made in the ad were all true the thing would be vicious, attempting as it does, to blackmail parents into buying a product by playing on one of the most sacred emotions of mankind: love of their children. Moreover, since in non-TV homes, children sometimes can and do read, it tells those children that their parents are depriving them of something which is their right, plants the feeling that they are not loved as other children are.

"There must be many parents like me who cannot afford television and who, moreover, have not been impressed with the programs we have seen.

"Meanwhile my daughter seems reasonably well-adjusted and popular with her playmates, many of whom have television. If they excel her in anything, it is in Western dialect and facility with 'shooting arms.'"

"I am writing you, as the only target in sight, to protest against the publication of the advertisement of the American Television Dealers and Manufacturers appearing on page 11 of The Washington Post of November 15", A. R. Hilliard, of Alexandria, Va., writes.

This advertisement is an attack upon the internal harmony of any home - and there are many, to my knowledge - in which the parents believe that today's television has a deleterious, rather than a beneficial, effect upon children. It is a brutal attack upon any home in which there is not money to be spared for a television set.

"Does your publication of the ad indicate that you approve of it? Or just that you are neutral, having no opinion as to the rightness or wrongness of it? Or that you feel no responsibility in the matter? I am sure that you must draw the line somewhere in accepting paid advertising and assume that you aim to reject the 'indecent' and the 'flagrantly misleading'. If this is correct, I sincerely hope you will review your concept of these terms to see if it is not too narrow."

Letters from readers of The Washington Post continue to come in and Tuesday (Nov. 21) protesting the first advertisement, at least a quarter of the editorial page was devoted to reprinting them.

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MRS. R. CONTRIBUTES TO 2ND CHILD AD; CALLED FIRST "HORRIBLE"

Although expressing the utmost disapproval of the first of the series of articles apparently intended to high pressure the sales of television sets to children by the American Television Dealers and Manufacturers just before Christmas, calling it "horrible", a testimonial from Mrs. Franklin D.Roosevelt appeared in the second of the series which came out in the newspapers of Tuesday (Nov. 21). Mrs. Roosevelt previously had said she had ordered the use of her name withheld from the advertisement pending approval of the context in which it was to appear.

Mrs. Roosevelt's endorsement appeared in the same spot as that of Angelo Patri last week, along with her picture and under her name as United States Delegate to the General Assembly of the United States which read:

"To me television offers a magnificent opportunity to increase the education which we make available to the children of today. If parents will supervise carefully the type of show and the time spent by children watching television, they can see the best that television has to offer, which can bring much enjoyment and much that will be valuable in their education. Of course, I am a firm believer in the supervision of children's reading habits, and now that we have television, I think that the same thing should be true for television. It is a parent's duty to see to it that the children get the best in television entertainment and education."

The rest of the ad was considerably toned down from the first and would hardly be recognized as a part of the series if one didn't know about the rumpus earlier installment had raised. The mention of children is almost avoided except in pictures and captions which did in telling the story. Titled "You'd Give Them The World If You Could -- This Christmas You Can", "them" is supposed to refer to the children. Then follows the test which reads, in part:

"For your family, Christmas 1950 can be the most wonderful Christmas ever ... or ever to come.

"For never, before television, could you give your loved ones all the whole wide world ...

"the exciting world where history happens every day before your eyes

"the world of adventure, where a little girl can be a princess, and a six-year-old boy can tame the West on horseback

"the world of knowledge, where learning is fun, and no one wants to 'play hooky'"

The concluding slogan is "Television May Never Again Cost So Little".

S. J. Schwinn, Chairman of the Executive Committee of Ruthrauff & Ryan, Inc., advertising agency, pointed out that the former First Lady's statement already had been used "at least a dozen times" in spot radio announcements throughout the nation as part of

the TV industry's promotional campaign.

"Their (the Roosevelt's) contract with us does not require such prior approval of the whole series and so far as I know, no one has insisted upon it on their behalf", Mr. Schwinn said. He added that a secretary had telephoned after appearance of the first advertisement to ask and receive assurance that Mrs. Roosevelt's statement would not be used in a presentation stressing the 'negative' side - the things a child would miss without television.

"There is no question but what the first advertisement was 'out of bounds' as far as taste was concerned", Mr. Schwinn said.

This "negative" approach has been eliminated from the rest of the series of five advertisements, which now stress the positive joys of TV set ownership, Mr. Schwinn said.

Elliott Roosevelt, who serves ashis mother's literary, radio and TV agent, said his mother would permit her statement to be used without charge if the ad were for educational purposes but if it were used "for commercial purposes" she would expect "a regular fee".

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CBS PROTESTS DELAY OF COLOR TV BY CHICAGO COURT

The Columbia Broadcasting System tried another legal channel Tuesday (November 21) in Chicago in an effort to get its commercial color television programs on the air.

It filed a long memorandum with a three-judge Federal court protesting the court's action last week in delaying CBS's planned color telecasts. It asked immediate permission to start the programs and said delay is costing the public "millions of dollars".

The court on November 15 issued a temporary restraining order delaying the CBS telecasts. It took the action after Radio Corporation of America and other television equipment manufacturers argued that the CBS color system was inferior to others and was too costly. RCA and the others wanted an injunction issued to prevent CBS color programs.

CBS said yesterday (Nov. 21) that every day the FCC order remains suspended, another 30,000 black and white receivers are sold to the public.

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V-P BARKLEY SAYS IT ON WEDDING ANNIVERSARY WITH RADIO-PHONO

One man who evidently wasn't swept offhis feet by television was Vice-President Alben W. Barkley who, on his first wedding anniversary this week at Paducah, Ky., the old family home, presented his second wife with a big radio-phonograph combination.

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GEN. HARRISON, NPA, WILL ORGANIZE COMMUNICATIONS ADVISORY GROUP

The National Production Authority will organize a Communications Industry Advisory Committee to bring about close cooperation with the industry, NPA Administrator Gen. William H. Harrison announced last Friday (Nov. 17) at a conference with makers and users of communications equipment.

Industry spokesmen complained that suppliers of component parts are failing to deliver supplies necessary to ordinary maintenance of the nation's communications system. They asked for a recognition of the industry's essentiality and a priorities system either ranking below that of the military or included in it.

Mr. Harrison stated that NPA recognizes the fundamental essentiality of communications -- including telephone, telegraph, commercial radio and cable -- and assured the industry that supplies must somehow be made available for maintenance. He cautioned, however, that this assurance did not in any way cover expansion.

Mr. Harrison suggested that hardship cases could be provided for under the present system without secondary priorities through the issuance of special NPA directives.

Mr. Harrison pointed out that the letter and spirit of NPA regulations place a responsibility on industry to maintain equitable distribution through normal channels. He said that though he would regret it, NPA would be forced to control the situation if industry does not.

Industry spokesmen agreed that some of their difficulties are the result of advance buying of resistors, tubes and other parts at prices above the market by various industries.

The meeting was presided over by Glen Ireland, Assistant to the NPA Administrator. Among members of the industry present were:

Percy G.Black, Charles S. Cadwell, Automatic Electric Co., Chicago, Ill.; A. F. Gibson, Stromberg-Carlson Co., Rochester, N.Y.; Harry C. Ingles, R.C.A. Communications, Inc., New York, N. Y.; Admiral Ellery Stone, American Cable & Radio Corp., New York, N. Y.; J. M. Bierwirth, E. R. Wheeler, Western Electric Co., and Western Union Telegraph Co., New York, N. Y., respectively; C. M. Mapes, T. R. Kappel, American Telephone & Telegraph Co., New York N.Y., and W. R.F. Adams, D. R. G. Palmer, General Cable Corp., New York, N. Y.

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SARTAIN, WWDC, WASHINGTON AGAIN HEADS CHESAPEAKE AP RADIO ASSN.

Denis Sartain, news editor of Station WWDC AM and FM, Washington, D.C., was re-elected President of the Chesapeake Associated Press Radio Association, Sunday, November 19th, at the organization's annual Fall meeting in Baltimore, Md. Also elected again were Matthew Warren (WEAM, Arlington), 1st Vice President and Max Fullerton (Chief of the Baltimore AP Radio Bureau), Secretary.

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EXCESS PROFITS TAX WOULD CRIPPLE TV INDUSTRY, HOUSE GROUP TOLD

Robert C. Sprague, President of the Radio-Television Manufacturers' Association Monday, Nov. 20th, told the House Ways and Means Committee that the excess profits tax proposed by Secretary of the Treasury Snyder would seriously cripple the radio-television industry and hinder electronic production for national defense. Mr. Sprague is also President of the Sprague Electric Company, of North Adams, Mass.

President Sprague presented four main points in his testimony in support of his argument that the rapidly-growing television industry would be unfairly taxed under the Treasury proposal. He summarized these points as follows:

1. The television industry began commercial production in 1946 and is the fastest growing industry in America.
2. In the industry the period 1946-49 was a time of pioneering and preparation and is an unfair base for excess profits credit purposes.
   (a) Our industry would be taxed much more severely than American industry generally.
   (b) Production for the rearmament program would be hindered.
   (c) The impact on the smaller companies of our industry would be even greater than upon the larger well-established companies.
3. The general relief for hardship cases provided for by Section 722 of the previous law would offer little, if any, practical assistance to our industry.
4. The law should give "growth" companies the benefit of an adjustment to their excess profits credit designed to give them tax treatment generally consistent with that of other corporations.

Illustrating the rapid growth of the television industry, Mr. Sprague presented the following table on TV sets sold since World War II:

Year	Television Sets Manufactured and Sold	Value at Manufacturers' Sales Prices
1946	6,476	$1,250,000
1947	178,571	50,000,000
1948	975,000	230,000,000
1949	3,000,000	580,000,000
1950 (estimate)	6,500,000	1,100,000,000

Emphasizing that the Treasury's proposal would tax the television industry more severely than American industry in general, Mr. Sprague said: "The effect of Secretary Snyder's proposal upon our industry would be devastating."

He cited figures obtained from 49 manufacturers showing that "while earnings of all corporations increased only about 62% between 1946 and 1950, the earnings of our industry expanded almost six times or 600%. The increase in earnings of all corporations in 1950 over 1949 is 40%, but in our industry is almost 120%."

Explaining the need for special provisions in the excess profits tax law to assure equitable treatment for the radio-television industry, Mr. Sprague recommended that "no 'growth' company should have an earnings credit less than that of business in general."

Mr. Sprague did not offer any testimony in opposition to the excess profits tax due to the Committee ruling that such argument was inadmissable, but in closing he said: "We believe that any additional revenue needed should be raised through a temporary increase in the present corporate tax and that an excess profits tax should not be enacted."

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AUDICON, NEW HAVEN, BELIEVES IT HAS "SIMPLER" COLOR UNIT

The Audicon Television Research Corp. announced last Saturday (Nov. 18) it had developed a color television system that was simpler and cheaper than others thus far proposed.

The announcement said the system would fit in with black and white television so that its color broadcasts would be received in color on color tests and in black and white on present sets. It added there were no moving parts and the system could be used with present transmitting and receiving equipment without requiring additional tubes or circuits.

As explained by the company, the heart of the system is its special color filter consisting of alternating red, green and blue lines. One such filter is used in transmitting the picture and another is placed ofer the face of the picture tube of the receiver. If the receiving set is not equipped with such a filter, said company officials, then it shows an ordinary black and white image.

The filters, it was estimated, would cost $40 to $50. The company said they could be attached like antiglare filters to the viewing tubes of present sets, regardless of how big the screen and built into new sets.

The announcement was made in a statement described as "an open letter to the Federal Communications Commission and to manufacturers of television sets." It offered to demonstrate the system before the FCC, which last month authorized color broadcasting and adopted the method developed by the Columbia Broadcasting System. The authorization has been held up by a temporary restraining order issued by Federal Court in Chicago.

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A group of about 200 members of the Financial Analysts Societies of New York, Philadelphia,Boston, Wilmington, Providence and Chicago last week studied all phases of television receiver manufacturing while visiting the plants of Philco Corporation in the Philadelphia area.

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NEW COBALT CURB TO CUT TV, RADIO OUTPUT

Defense limitations ordered yesterday, Nov. 21, on the commercial use of cobalt -- a metal used to harden steel - will cut the production rate of radios and TV sets by 25 to 40 percent below current levels, industry spokesmen declared.

The National Production Authority, in Washington of which Gen. William H. Harrison is head, which froze all use of cobalt last week, yesterday ordered its release again for non-military use, but only at 30 percent of the consumption rate during the first six months of 1950.

That 70 percent cut, plus a 35 percent cut-back in aluminum and impending reductions of similar magnitude of copper, nickel and zinc, will fall with a heavy blow on the radio and television industries, their officials said.

"The industry faces dwindling production in the first quarter of 1951 - and after that it will grow worse", said a spokesman for the Radio-Television Manufacturers' Association.

Cobalt, described as "highly essential" in the making of magnets for radio and TV loud speakers, is imported from Africa. Had the freeze on sales continued, the industry spokesman said, all plants would have been shut down by the end of next month.

The action came after pressing appeals which the radio and television industry made to N.P.A. following last week's "freeze" order.

The radio producers carried their arguments to Gen. Harrison. They said that the cobalt "freeze" should be eased to prevent a complete shut-down.

The new directive provides that orders for twenty-five pounds or less are to be filled in full whether bearing defense ratings or not. The N.P.A. added that a similar directive would be issued for December deliveries, but held out the hope that a somewhat larger amount would be made available for civilian uses in that month.

The 70 percent slash in civilian use of cobalt ordered by the National Production Authority will cause a "dry spell" in radio and television production which will extend well into next Spring, it was predicted by A. D. Plamondon, Jr., President of the Indiana Steel Products Company of Chicago, one of the largest manufacturers of cobalt permanent magnets for electronic devices.

Mr. Plamondon estimated that radio and TV production may be cut about 50 per cent during the first quarter of 1951 unless relief is given to the industries. He forecast a sizeable drop in employment in bodh industries for the same period.

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ZENITH PROFITS SET COMPANY RECORD FOR MONTH

Zenith Radio Corporation reports a record estimated net consolidated profits for itself and its subsidiaries for the first six months ended October 31, 1950 of its current fiscal year amounting to $3,790,990 after Federal Income tax provision of $2,973,000, depreciation, excise taxes and reserves for contingencies.

Federal Income tax provision is at the current rate established in September 1950. No provision has been made for possible excess profits taxes that may be voted by the Congress and which may be applicable to a portion of 1950 operations.

Net consolidated profits for the three month period ended October 31, 1950, amounted to $3,024,036 after Federal Income tax provision of $2,422,064, depreciation, excise taxes and reserves for contingencies.

Consolidated net profits for the comparable six month and three month periods a year ago were $1,066,526 and $895,581 respectively, after Federal Income tax provisions, depreciation, excise taxes and reserves for contingencies and deductions for amortization of goodwill incident to acquisition of a subsidiary. There was no comparable deduction applicable to the earnings for the current periods since this goodwill item was completely amortized prior to April 30, 1950.

Consolidated sales for the second quarter ended October 31, 1950, amounted to $41,106,454, which was the largest volume of sales for any quarter in the Company's history.

"The Company is continuing to produce at a high rate despite difficulties in securing certain scarce materials and components, but it is unable at this time to estimate the effect that restrictions and cutbacks on strategic materials will have on production after January 1st", Commander E. F. McDonald, President of the Company, said.

"The company is presently allocating its production of radio and television receivers and it is not anticipated that this situation will change in the near future.

"Outstanding among the many new exclusive features of the Company's current line of television and radio phonograph combination receivers is its revolutionary new all-speed "Cobra-Matic" record player which plays not only the three standard speeds (33-1/3, 45 and 78 RPM), but also all intermediate speeds including the new proposed speed of 16 RPM. The Zenith "Cobra-Matic" has over 3000 speeds and will play any and all known speeds, old, new or contemplated, thus giving pitch and tonal effects most pleasing to the individual listener.

"The Company expects to be able to start on December 1st the limited 90-day commercial test of its 'Phonevision' system of 'pay-as-you-see' television to determine whether the public is willing to pay a reasonable fee to witness in their home first-class movies and other forms of high grade entertainment."

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34 MILLION HOMES TO HAVE TV BY '55, BAKER, GE, PREDICTS

Dr. W. T. G. Baker, General Electric Vice President, predicted in Chicago last week that television broadcasts will reach 34 million homes by 1955.

Dr. Baker told the annual meeting of radio news directors that in five years, areas covering 71 percent of all American families will receive programs from two or more stations, and despite its tremendous growth television "will not sound the death knell for radio in the foreseeable future."

Dr. Baker, General Manager of the G.E. Electronics Department at Syracuse, N. Y., said the public will rely mainly on radio and newspapers for news, coverage "for a long time to come", with television providing an additional source of information.

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RCA OPENS TEX EXCHANGE SERVICE TO WESTERN GERMANY

Opening of a customer-to-customer overseas radioteleprinter exchange service between the United States and Western Germany was announced Monday (Nov. 20) by H. C. Ingles, President of RCA Communications, Inc. The service, known as TEX, has been in operation between New York City and the Netherlands since May 15, and between Washington, D. C., and the Netherlands since October 19.

Mr. Ingles said that extension of TEX to Western Germany permits immediate confirmation of the information exchanged and affords a confidential, written record of communication.

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NEW TV ASCAP AGREEMENTS EFFECTIVE DEC. 31

Telecasters were notified last Friday (Nov. 17) that their television agreements with the American Society of Composers, Authors and Publishers (ASCAP) of October 1949 have now become fully effective, Herman Finkelstein, the Society's General Attorney, announced.

The television agreements for the performance of ASCAP's members' works in the new entertainment medium were originally signed with the provision that the Society obtain consents from its members representing 85% of its domestic distribution for the year 1948.

In a letter to the telecasters, J. M. Collins, ASCAP Sales Manager, advised that the Society, having received the necessary rights from its members, had now fulfilled its obligations under the agreement with the telecasters, and that all amounts deposited by the networks and local stations with Judge Robert P. Patterson as escrow depository under their license agreements, would now be paid to the Society.

The blanket license agreements now become fully effective for the period ending December 31, 1953.

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TV CHANNELS ARE REQUESTED BY EDUCATORS

Seven national educational groups asked the Federal Communications Commission Monday (Nov. 20) to set aside at least one television channel in each large city and each major educational center for non-commercial use. Where all channels now are assigned, the groups suggested that the commercial stations be required to devote a portion of their broadcasting time for educational programs.

Brig. Gen. Telford Taylor, counsel for the Joint Committee on Educational Television, filed a petition asking that the groups appear before the FCC at hearings beginning next Monday to present their case. Gen. Taylor said the educators also will urge that when the proposed high frequency band is authorized that 20 per cent of all newly created channels be set aside for non-commercial use.

The seven groups represented in the Joint Committee are the American Council on Education, the Association for Education by Radio, the Association of Land Grant Colleges and Universities, the National Association of State Universities, the National Council of Chief State School officers and the National Education Association.

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U.N. COMMITTEE OPPOSES SOVIET RADIO JAMMING

Over the sole opposition of the Soviet bloc the United Nations General Assembly's Social Committee adopted a resolution last Saturday (Nov. 18) at Lake Success, N. Y., condemning the jamming of radio broadcasts as a denial of the human right of freedom of information.

Together with the condemnation, the Committee joined an invitation to all governments to refrain from broadcasting "unfair attacks on slanders". It asked that they conform strictly to ethical conduct "by reporting facts truly and objectively".

It also invited member States to facilitate objective reporting of the activities of the United Nations in promoting peace, particularly through United Nations official broadcasts.

The resolution was adopted by 39 to 5, with no abstentions and sixteen absent, after several amendments had been defeated and it had been voted on paragraph by paragraph, several times by roll call vote.

Amendments sponsored jointly by Mexico, the Philippines, Indonesia, Iran, Iraq. India and Saudi Arabia extended the scope of the resolution from jamming to unethical broadcasting.

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SCISSORS AND PASTE

Court Color Tests May Take Months, A Year
(Jack Gould in "The New York Times")

In deciding that there could be no immediate harm to the public interest in postponing the go-ahead for the Columbia Broadcasting System's color, one member of the Chicago Court, Judge J.Earl Major, remarked:

"It is unthinkable that we can decide this issue in a day, a week or a month. We must have time to consider the arguments of all parties, and we are going to take that time."

Considering that the court must study voluminous briefs, affidavits and oral arguments, much of it based on highly technical testimony before the Federal Communications Commission, the position of Judge Major is not hard to understand.

Even when a decision is reached in Chicago, however, the court proceedings will not be ended by any means. The issues are scheduled to go on appeal directly to the United States Supreme Court, which may need many weeks or months to hand down a final determination.

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Godfrey and Mug Call It Quits After 16 Years
(Sonia Stein in "The Washington Post")

When the gentle background giggle disappeared from the morning Godfrey show, and the pretty self-effacing girl disappeared from the Godfrey elbow on the Wednesday night TV show, the audience noticed it. What's more, the audience cared.

Margaret (Mug) Richardson, secretary and "good right arm" to Arthur Godfrey for 16 years, has a loyal following all her own. Letters poured in, the phone buzzed, Where was "Mug"? Where had she gone?

She'd come home, and Godfrey's loss is Washington's gain.

In the frantic existence of Godfrey and those who surround him, the "unpredictable" Godfrey could be counted on for one thing - to give "Mug" a thorough scolding - sarcastic or vituperative - from time to time. And Miss North Carolina of 1934 could be counted on to hand it right back.

So it was nothing like a hot argument that dissolved the Godfrey-Richardson work team after 16 years. They still have the highest regard for each other.

Godfrey doesn't talk about "Mug" leaving. He says only, "She resigned and I am very sorry she did."

"Mug" doesn't talk about it either.

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Elections, Press And Radio
("Editor & Publisher")

Several times in the past few weeks we have seen some critic of the press, either professional or amateur, state with authority that the late Franklin D. Roosevelt was elected four times in spite of the opposition of 90% of the press.

In the first place, although a majority of the daily newspapers may have supported another candidate in each of the four Roosevelt elections, none of the Editor & Publisher surveys of newspaper support bears out that 90% figure. It is fictitious.

In the second place, no one who uses this argument takes into consideration the fact that all Mr. Roosevelt's speeches and pronouncements were given full coverage in newspapers, many printed them in full, and he probably received 100% more news space for his own opinions than was given to opposite views in the editorial columns.

We have heard this anti-newspaper argument carried to such a ridiculous degree as this: 90% of the newspapers opposed Roosevelt. He opposed them. He tried to prevent them from having the right to own radio stations. He took his campaign to the people via radio. Therefore he was elected by the influence and support of radio.

That's about as silly a reasoning as saying that newspapers don't have any influence because Roosevelt was elected four times.

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Long Hair Contributors Support N.Y. FM Station
("Variety")

Unusual experiment of listeners themselves sponsoring an airer has proved successful, according to Ira A. Hirschmann, prexy of the New York FM-er, WABF.

Test began early this Fall when the indie decided not to offer the annual New Friends of Music concert series, generally heard on the outlet, for sponsorship. Reason was to avoid the usual radio plugs which might clash with the mood of the musicales. Instead, public was asked to "sponsor" the program by subscribing as much money as they wished. Policy has already brought in coin from 2,000 listeners, accounting for 90% of the commercial income which normally would have been taken in. Hirschmann expects the entire sum will be collected within the week.

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Believes Picture Industry Losing Bet Not Using TV Advertising
(W. R. Wilkerson in "Hollywood Reporter")

We can't help but believe that our picture industry is losing its most potent advertising bet through its brushoff of television.

That vast captive audience presents one of the greatest medium for selling more tickets to our pictures, presenting as it does, the greatest advertising potentiality, be it industry-wise or on an individual basis. However, TV time is now at such a premium it's hard for the theatre man here (Hollywood) or there to buy time, or for an individual distributor or producer to grab a minute or two at an effective time of the day. The advertising must be bought on a national basis, and this brings up the question: Why don't our major companies combine in a big buy of TV time, using it as an overall industry sales effort?

TV is now rated by our largest advertising buyers as the most effective means of selling product. Relatively unknown patent medicines, dish rags, novelties; automobiles, new and second hand, all types of home utilities and foods are winning many buyers. Why not sell our pictures and our picture business with such a potent medium?

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TRADE NOTES

The date initially set at October 31, 1950 for submitting the final report of the Communications Policy Board created by Executive Order of President Truman, to make a broad survey and establish policy in the communications field, has been extended by the Board to February 17, 1951.

New officers of the Music Publishers' Association of the United States were installed at a meeting of members last week in New York City, with Arthur A. Hauser of G. Ricordi & Company succeeding Nelson M. Jansky of C. C.Birchard & Co., Boston, as President for the 1950-21 season. Mr. Jansky becomes Vice-President.

Donald H. Gray of the H. W. Gray Co., Inc., succeeds himself as Secretary, and Willard Sniffin of Harold Flammer, Inc., is again Treasurer. Miss Amy W. Klingmann has been reappointed Administrative Secretary.

Richard J. Mahler, formerly buyer in charge of Radio-television development for Sears,Roebuck and Company, has been appointed Industrial Consultant to the Columbia Broadcasting System.

Since the recent decision by the Federal Communications Commission, adopting CBS color television as standard for the industry, CBS has received hundreds of requests from manufacturers and service organizations seeking information on color receivers, adapters, converters and two-point black-and-white television sets. As Industrial Consultant, Mr. Mahler will handle all such requests, acting as liaison between CBS and all manufacturing and service organizations.

Don G. Mitchell, President of the Sylvania Electric Products Corporation and a member of the Executive Committee of the National Association of Manufacturers, will debate the question "Do We Need an Excess Profits Tax?" with Prof. Seymour Harris, of the Harvard Graduate School of Economics, on CBS' "People's Platform" with Dwight Cooke as Chairman, Sunday, Nov. 26 (CBS, 12:00-12:30 P.M., EST). Professor Harris is an author of works on economics and a former Director of the Office of Price Administration.

The Crosley Broadcasting Company of Cincinnati, has announced a $2,500 grant to Xavier University for a study of the effect of television on children's home work.

James D. Shouse, Chairman of the Board of Crosley, who made the announcement, said:

"A medium purported to have such an adverse impact on children as has been ascribed to television suggests that TV may also be an inherent constructive force. It is the purpose of this grant to determine, through study, rather than hysterical accusations, how television affects a student's work."

Walter J. Clarke, Assistant Professor of Education in Xavier's graduate division, will conduct the survey.

Brig. Gen. Telford Taylor, former chief of counsel for War Crimes of the Office of the Military Government in Occupied Germany, and former Chief Counsel of the Federal Communications Commission, received last week in New York the Netherlands decoration of the Order of Orange-Nassau, with the rank of Commander.

William Cnoop Koopmans, Netherlands Consul General, made the presentation, saying that "General Taylor had rendered great service to the Netherlands by his prosecution of the cases against German war industrialists and against those responsible for the wholesale deportation of Jews.

What is said to be the world's most modern system of language teaching - by electronics - was formally introduced yesterday, Tuesday, Nov. 21, into the curriculum at Georgetown University in Washington, D. C.

Bearing the appearance of a UN assembly, the "Electronic Language Laboratory" was christened in Poulton Hall to enable some 1200 foreign-language students in the College of Arts and Sciences and the School of Foreign Service to learn languages better and faster.

The laboratory is equipped with 120 individual semi-soundproof booths each booth containing the IBM language selector switch used in the simultaneous interpretation system at the U.N.

Instead of studying the language silently from a textbook, the student clamps on earphones, listens to language drills and repeats them back aloud. Through the selector switch the student selects any one of six language tapes that are being played at any given time.

The system is based on the idea that the primary basis of learning a language is repetition and memorizing and that a language can be learned more quickly if spoken aloud and alive, rather than simply read from a book.

Because of the tremendous and steadily increasing demand for admission to CBS' public demonstrations of color television, the Columbia Broadcasting System last Monday (Nov. 20) added a daily one-hour, open house showing of its color demonstrations, corner 37th Street (former Tiffany Building), New York City.

The added demonstrations will take place at 4:30-5:30 P.M., and will feature continuous programming of CBS color. No tickets of admission will be needed for this open house. As the public walks through at 401 Fifth Avenue during this added showing, each group will see a condensed version of the regular, 15-minute demonstrations which CBS inaugurated a week ago last Tuesday, Nov. 14.

Robert B. Dome, electrical consultant of the General Electric Company, will receive its 1951 Morris Liebmann memorial prize, awarded annually by the Institute of Radio Engineers for outstanding work in radio broadcasting and electrical communications. Presentation will be made at the Institute's annual convention dinner in New York City on March 21.

Other awards to be made at the same time are: the Browder J. Thompson prize to Alan B. MacNee, Assistant Professor of Electrical Engineering at the University of Michigan; the Harry Diamond memorial award to Marcel J. E.Golay of the Signal Corps Engineering Laboratories, Fort Monmouth, N.J.; and the editor's award, established to promote the use of good English in technical writing, to Willis W. Harman, Associate Professor at the University of Florida.

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Founded in 1924

HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W. Washington 8, D. C.

Robert D. Heinl, *Editor*

INDEX TO ISSUE OF NOVEMBER 30, 1950

No. 1949

November 30, 1950

"THIRTY"

With this issue, after 26 years of publication, Heinl Radio News Service discontinues, following the death of its founder and editor, Robert D. Heinl, on November 26th. Mr. Heinl's obituary appears elsewhere in this issue.

The pioneer service of its kind in the United States, HNS was founded in Washington in 1924, initially as a news service for newspapers interested in exploiting the novelty of radio. Its original subscribers included The New York Times, Cleveland Press, St. Louis Globe-Democrat, and The Chicago Tribune.

In 1926, as radio began to grow out of the novelty stage, Mr. Heinl, who was in close touch with the Radio Commission -- predecessor of the Federal Communications Commission -- realized the need of the burgeoning industry for trade information and for coverage of Washington's actions and trends in a field dominated from its outset by the Government. As a result, the Heinl Radio Business Letter came into being as a trade newsletter.

During this period, the Service's offices were located in the Insurance Building, overlooking MacPherson Square, and the staff consisted of five persons, including James D. Secrest, now General Manager and Secretary of the Radio-Television Manufacturers' Association, then a young reporter from Asheville, N. C.

As was the case with radio and with newspapers, the Heinl Service was hit hard in the depression. As a result, the Business Letter and News Letter underwent enforced reduction in scale and staff, and the Service's MacPherson Square offices were closed. Mr. Heinl continued his work at home, at first in an improvised office but later remodeled for the purpose.

The shift and consolidation commenced a new phase in HNS. From this time on, the Service became primarily a trade, rather than a newspaper letter, and continued in its present format. During this period, Mr. Heinl was assisted by Miss Donna K. Lawrence; part-time by Mr. Secrest; and briefly by his son, R. D. Heinl, Jr., who was reluctantly side-tracked from a newspaper career by entrance into the U. S. Marine Corps in 1937.

When, in 1946, Mr. Heinl's health began to fail, associates urged that he retire and that the Service be discontinued, but Mr. Heinl would never accede to this, feeling his responsibility and position in radio. In his decision to carry on, Mr. Heinl received and warmly appreciated the loyalty of long-time subscribers to the Service, many of whom had been with HNS since the 'Twenties.

Throughout its life-span, Heinl Radio News Service was a personal affair for its editor. It reflected his vigorous personality, his predilections, and his humor. It also reflected his devotion -- especially in later years and in weakened health -- to his work. With his passing, HNS, as well, comes to an end.

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ROBERT D. HEINL

Robert D. Heinl, editor and founder of the Heinl Radio-Television News Service, died suddenly of a coronary occlusion while eating dinner with his wife, on Sunday evening, November 26th.

Mr. Heinl, pioneer radio correspondent and a Washington veteran of more than 40 years, who still regarded himself as a loyal Hoosier, had been in failing health since 1946. His final collapse came, however, without immediate warning, and at a time when he seemed to be making good local progress from a recent setback. On the evening of his death, he had insisted on going out for dinner -- something he had not allowed himself to do for some time -- and had enjoyed an excellent meal at the Allies Inn, a long-standing favorite of his and Mrs. Heinl's. At the moment prior to the attack, he was chatting with Lewis Wood, an old friend and staffman of The New York Times' Washington bureau. Death was instantaneous despite immediate efforts by Dr. Dwight Dickinson, retired Naval Medical Corps hero of World War I, who happened to be dining a few tables away. He was pronounced dead by Dr. Frank MacMurray, family physician, who reached the scene a few minutes later.

Funeral services were conducted November 29th at Washington Cathedral, by Canon Albert H. Lucas, Archdeacon of Maryland, and family friend. Interment took place privately at Oak Hill Cemetery, overlooking Rock Creek Park, within a few blocks of Mr. Heinl's home.

Robert D. Heinl was born in 1880 in Terre Haute, Indiana, son of the late John G. Heinl and Marie Debs Heinl, and brother of Fred G. Heinl, now President of the Terre Haute Morris Plan Bank. He was a nephew and intimate -- despite strong Republican affiliations -- of Eugene V. Debs, perennial Socialist Party presidential candidate and American humanitarian.

Mr. Heinl became a newspaperman after a determined attempt -- at the instance of his father -- to become a civil engineer. He pursued this course at Rose Polytechnic Institute, and was, in his own words, "the only engineering student who ever surveyed the Wabash River and found it to be higher than the 'Poly' tower". When it became apparent that engineering was not his vocation, he was called in to his Dean's office and questioned as to other possible lines of interest or endeavor. His only reply was, "Well, sir, I like to read the newspapers." The interview terminated immediately. Within a month, Mr. Heinl was at work, for nine dollars a week, as a reporter on The Terre Haute Star, where he teamed with another cub, Claude G. Bowers, destined to become an eminent historian and, ultimately, U. S. Ambassador both to Spain and to Chile.

Launching out to New York, then and still a mecca of young newsmen, Mr. Heinl got a job as a police reporter with the New York City News Association in 1905. The following year, after getting

his New York footing, he became a police reporter, covering the lower East Side for The New York Morning Sun, a billet he held for the next four years.

In 1910, now a seasoned newspaperman, Mr. Heinl was sent to Washington as correspondent for Leslie's Illustrated Weekly, famous since Civil War days as an ancestor of modern weekly news magazines. Mr. Heinl's principal "beat" was the White House, where he became friendly with President Taft, whom he accompanied on many presidential trips. During this period, he travelled extensively in Mexico, Latin America, and Alaska, and was decorated by the Venezuelan Government with the Order of Bolivar.

While in Washington for Leslie's, he met and married a talented pianist, Helen Margaret Corbin, by whom in 1916 he had one son, now Lt. Col. R. D. Heinl, Jr., U. S. Marine Corps.

During the first World War, Mr. Heinl was in charge of public relations of the Emergency Fleet Corporation under Charles M. Schwab, Director General. Mr. Heinl's was the first government department to avail itself of wartime posters made by Charles Dana Gibson and other famous artists associated with him. At the suggestion of Mr. Heinl, John Philip Sousa wrote a special march embodying riveting machines, sirens, and other shipyard sounds. This proved very effective in building up the morale of the shipbuilders. The name of the march was "The Shipyard Volunteers". It was played for the first time in the New York Hippodrome by the 500-piece Great Lakes Naval Band, and later by the Marine Band in Washington. Although an inspiring march, it has since been heard less than any of the great "March King's" compositions because, as Mr. Sousa remarked to Mr. Heinl "it takes a whole machine shop to play it".

After the World War, Mr. Heinl was with the National Geographic Magazine. In 1924, he organized the Heinl Radio News Service, dealing with legislative and other matters in Washington having to do with radio and communications. He is generally stated to have been the first Washington newspaper correspondent to specialize in radio, and was on close terms with such communication pioneers as Judge Sykes, Louis Caldwell, David Sarnoff, Orrin Dunlap, Eugene McDonald, and Dr. O. H. Caldwell.

In collaboration with Commander E. F. McDonald, Jr., of Chicago, Mr. Heinl got up the first combined printed program of the United States shortwave stations for publication in foreign newspapers. Up to that time, England, Germany and other countries were offering newspapers abroad their programs, but our stations were sending only a few programs to other countries. Compiled for the Radio Manufacturers' Association, the combined U. S. shortwave program was distributed to newspapers and our diplomatic representatives all over the world by the State and Commerce Departments. In the second World War the sending of these American programs to countries abroad was taken over by Nelson Rockefeller's National Defense Committee. Mr. Heinl was also first to compile incoming foreign shortwave programs for distribution to newspapers in the United States. For eight years, he was the Radio Editor of The Washington Post.

In 1946, Mr. Heinl became aware that he was suffering from a serious heart condition which severely limited his activities. He was urged by family and friends to discontinue his professional work, but determined to carry on the News Service, a task which, despite his poor health and advancing years, he faithfully maintained until this week. It characterized his personal thoroughness that, among his papers, were found copies of an obituary story written by himself, portions of which are included in this article, which has been written by his son, a Marine officer who originally intended to follow in his father's profession.

Mr. Heinl was a lifelong member of the National Press Club, as well as of the Overseas Writers, the White House Correspondents' Association, and, for many years, of the U. S. Capitol Press Galleries. He lived since 1922 at 2400 California Street, in a now fashionable Washington neighborhood which he had seen develop from virtually unbroken woods of oak.

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The material which follows is what Mr. Heinl had tentatively prepared for the issue of Wednesday, November 29th.

CHARGE ADMR. HOOPER SHELVED FOR BUCKING FDR RED RADIO ORDER

A charge recently revealed in connection with a rebuff in World War II to Rear Admiral Stanford C. Hooper, USN, Chief of Naval Operations, by President Franklin D.Roosevelt which eventually resulted in the retirement of Admiral Hooper, is a topic of much interest in official communications circles in Washington.

The charge was in connection with President Roosevelt allegedly personally blocking wartime efforts to remove suspected Communist radio operators from United States merchant vessels. The story was revealed by Read Admiral Adolphus Staton, U.S.N., head of a Navy Board set up in World War II to remove subversive radio operators. Admiral Staton not only charged that Admiral Hooper had been summarily dealt with but that he, Staton, had suffered similarly by being placed on the inactive list.

Admiral Staton said one of the subversives removed had boasted that "Stalin had a Communist call on every United States ship and could immediately learn the location of all United States ships by simply sending out a radio signal."

Admiral Staton, accordong to The Washington Post, told a news conference called at the request of Hamilton A. Long, a New York attorney and author of a forthcoming book, that the five-man board had no difficulty eliminating Japanese, German and Italian radio operators. But it ran into trouble, he said, when it began removing suspected Communists "most of the members of the (CIO) American Communications Association."

At a meeting called by the late Navy Secretary Frank Knox on May 19, 1942, Staton said, Knox read a "three or four-line memorandum bearing President Roosevelt's initials." He continued:

"It stated in effect that, in the opinion of the President, membership or suspected membership in the Communist Party was not sufficient to deprive a radio operator of his job."

He said Knox described the memorandum as "an order and must be obeyed without mental reservations."

Staton said he and Rear Admiral S. C. Hooper, Navy electronic expert now retired, protested the order but told Knox they would carry it out if they were instructed to do so in writing. These written instructions were never issued, Staton said, but the Board's activities became "stalled in dead center" and he presided over no more meetings.

After a year, he continued, he was placed on the inactive list "in a manner indicating great emergency". Admiral Hooper, he added, was retired for disability after being assigned to an inspection job away from Washington.

Later, he said, he was called before the staff of a House committee investigating the Federal Communications Commission and testified privately. Before he could testify in open hearing, he declared, he was told by Adlai Stevenson, then assistant to Knox and now Governor of Illinois, that the White House had prohibited such testimony and he went no further.

Asked why he had waited until now to reveal these events, Staton said, "I have told this to all my friends who would listen." Long's request for information in the matter, he explained, was "the first time anyone has approached me to make it public in a systematic manner."

Admiral Hooper was one of the Navy's outstanding radio authorities, independent, outspoken, and was a man who could be counted upon to do anything for the good of his service and the country. In fact, it was at the suggestion of Hooper and his then superior, the late Rear Admiral W. H. G. Bullard, Chief of Naval Communications and afterwards first Chairman of the Radio Commission, that the Radio Corporation of America was formed.

Prior to and during the first World War, the United States depended largely upon foreign-owned cables and wireless stations for communication with many important parts of the globe. Great Britain was the communications center of the world. The war revealed to Americans that radio offered a new and competitive system; an opportunity to win pre-eminence for the United States in radio communication.

Subsequently it was Admiral Bullard and Captain Hooper, as his rank was in that day, who advanced the idea that the RCA be organized. Arrangements were made to acquire the assets of the Marconi Wireless Telegraph Company of America. A charter was granted RCA under the corporation laws of the State of Delaware on October 17, 1919. The business and property of the American Marconi Company were acquired by RCA on November 20, 1919. On December 1, 1919, RCA began business as an all-American organization. Its charter provides that no person shall be eligible for election as a Director or officer of the Corporation who is not at the time of such election a citizen of the United States. The charter also specifies that the Corporation may, by contract or otherwise, permit such participation in the administration of its affairs by the Government of the United States as the Board of Directors deems advisable. A clause in the charter provides that at least 80% of the RCA stock outstanding shall be held by citizens of the United States.

Hooper afterwards advanced through the grades to Rear Admiral in 1938. He served as Director of Naval Communications, Director of the Technical Division of Naval Operations and Chairman of the Naval Research Committee. He was decorated with the Navy Cross, Mexican Campaign medal, French Legion of Honor, awarded gold medal of Institute of Radio Engineers, 1934 and Marconi Medal of Merit 1939. Admiral Hooper was also U. S. delegate to International Radio at The Hague, Bucharest, Lisbon, Cairo and in Chile. He likewise was Chief Engineer of the Federal Radio Commission in 1927-28 and was editor of Robinson's Manual of Radio Telegraphy & Telephony.

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PROOF OFFERED THAT NEWSPAPER SALES CLIMB IN TV AREAS

Again evidence is submitted regarding the effect of television on newspaper circulation.

For the second year in a row, Editor & Publisher answers with data which shows that more newspapers, both daily and Sunday, are being sold in TV areas than were sold in the previous year.

In the most complete survey of its kind, E & P has compiled circulation figures (the Publisher's Statement to the Post Office giving the daily average sale in the year ending Sept. 30) from 438 morning and evening papers and 97 Sunday papers published in areas where there is television reception.

Some newspapers in the original list of 500 which were asked to submit data fell outside the TV areas. Virtually all of the newspapers in the television transmitter cities are in the final tabulation; a small number of papers, mostly in the 10,000-and-under circulation class failed to respond.

The papers in the tally account for an aggregate sale of 35,000,000 copies daily, out of the national total of 52,000,000; and 20,000,000 copies on Sunday, out of a grant total of 46,000,000. Some of the average figures given for dailies include Sunday sales.

What the tabulation shows:

60 morning dailies had 7,168,429 aggregate sales in 1949 and 7,450,843 in 1950.

20 morning dailies dropped from 7,314,223 to 7,232,110.

The net GAIN was 201,301.

271 evening dailies increased from 13,770,621 aggregate sales in 1949 to 14,212,781 in 1950.

49 evening dailies dropped from 3,256,652 to 3,194,074.

The net GAIN was 379,582.

14 morning-evening averages aggregated 2,285,951 in 1949 and 2,333,449 in 1950.

4 morning-evening averages declined from 1,412,403 to 1,268,173.

The net LOSS was 86,732.

For all dailies, the grant net INCREASE in sales was 494,151.

87 Sunday papers sold 11,894,922 copies in 1949 and 12,815,614 in 1950.

10 Sunday papers declined from 8,423,112 to 8,037,317.

The net GAIN was 534,897.

Last year's survey, covering only cities where TV stations were located, showed circulation gains in 33 of 42 markets, in which there was an estimated 1,858,000 video receivers.

There were 8,000,000 receivers in the total TV area covered by this year's survey.

For the most part, losses in aggregate sales resulted from consolidations, suspensions, and revisions in some edition schedules.

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CARRIER BOY ANTENNA SURVEY REASSURES PAPER RE TV INVASION

J. L. Stackhouse, publisher of the Easton, Pa. Express, recently made a carrier boy survey to ascertain if possible the amount of "saturation" of television sets there was in the circulation area covered by his papers which immediately adjoins the New York and Philadelphia television territory.

First the carriers counted television antennae. They returned reports on 333 routes out of a total of 550 routes. These were turned over to theDepartment of Marketing at Lafayette College where students under Prof. Hogeland Barcalow subjected them to systematic checking and analysis.

A student survey on 23 routes showed the carrier boys had understated the number of antennae on 20 routes, so the over-all figures were adjusted, in relation to Census data, and the college report came up with an estimate of 11,625 sets among 46,500 families.

This resulted in a correction of the "saturation" story to a little better than 25%, but that wasn't the end of the job as far as the Express was concerned. The new TV data was applied against another recent survey made by Professor Barcalow's class. This found that the Express is read in 95% of the homes in the area, and in 53% of the homes it is the only newspaper regularly read.

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ICKES AND LABOR UNIONS BACKED SEN. TOBEY

Harold Ickes and four labor unions furnished funds to help United States Senator Charles W. Tobey, Republican, of New Hampshire, win a third term, it was revealed last week at Concord,N.H.

Campaign financial statements filed with the Secretary of State listed Mr. Ickes as contributing $250 and the unions $4,550. Mr. Ickes was Secretary of the Interior under President Franklin D. Roosevelt.

Railway Labor's Political League, an independent organization, and the International Garment Workers, A.F.L., reported spending $1,500 each; the Political Action Committee, C.I.O., $500, and the Nashua Unit of the Textile Workers Union of America, CIO, $1,050.

Mr. Tobey, a self-styled independent Republican, got the Republican nomination only after a bitter fight but won easily in the Nov. 7 election from the Democratic National Committeeman, Emmet J. Kelley.

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The Army announced Saturday (Nov. 24) that it will accept civilian members in its military amateur radio system which was set up in 1948.

Previously the program was open only to amateur radio operators with some military affiliation, including civilian components. Civilians must be at least 21, hold valid licenses, and agree to operate their stations according to program regulations.

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N. Y. BAR SEEKS TO PROTECT DEFENDANTS FROM PRESS, RADIO

The New York County Lawyers' Association said on Sunday it was taking steps toward protecting defendants from suffering caused by publication of testimony later thrown out of court.

The Association's Bar Bulletin said an agreement would be sought between the bar and newspaper owners and radio broadcasters "to assure fair trials for defendants."

The Bulletin said certain forms of testimony in publicized cases may be excluded by the court, but nevertheless "unfairly damage a defendant's case, if published or broadcast, by influencing the deliberations of the jury."

It quoted Supreme Court Justice Jackson as asking whether a fair trial could be obtained "when a trial judge rules a confession out of the courtroom as obtained by coercion, if the jurors hear repeatedly on the radio that the defendant has confessed and perhaps read the excluded statement in their newspapers?"

The Bulletin said the Bar Association Committee on Public Relations has been assigned to study proposals for an agreement among organized lawyers, the press and radio on the problem.

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JOHN KENNEDY TAKES ON KFMB-TV IN SAN DIEGO

John A. Kennedy, publisher of the San Diego Daily Journal until it suspended publication last May, has announced purchase of San Diego's first and only television station, KFMB-TV, and its radio affiliate, KFMB.

The sale, subject to approval, was made by Jack Gross, sole owner of the two stations, to the Charleston, W. Va. Broadcasting Co., of which Mr. Kennedy, a personal friend of President Truman, is Board Chairman and Mrs. Kennedy is President and controlling stockholder.

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MORE THAN 50,000 EMPLOYED IN RADIO, TV IN N. Y. CITY

In a table to show the estimated increase between 1948 and 1970 in the number of persons working in radio, advertising and television in New York City, the figures given for radio, etc. for 1948 were 50,000, and for 1970, 75,000. The table was prepared by Harrison, Ballard & Allen, zoning consultants.

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SCISSORS AND PASTE

Submits FCC Has By-Passed Congress In Color TV
(George E. Sokolsky, King Features Syndicate)

The broader implications of the controversy over TV-color have been missed during the excitement of the election campaign and the Korean War. But it is a very important matter because the Federal Communications Commission has assumed the right to establish a method of production, to arrest research, to limit the nature of scientific improvements and to force the public to accept what the Commission determines is good enough.* * * *

What is pertinent is that a Government agency has exceeded its authority under the law, has by-passed Congress, and has asserted powers which it cannot possess under our system of Government. The fact that one of its engineers is involved to the extent of having developed the particular process which the FCC seeks to force on the American people, is merely a complicating factor. The principle at issue is that the FCC has no rights in the matter at all.* * *

Columbia has a gadget which is not in line with broad electronic developments, but which is a mechanical device attachable to existing sets, if a black-and-white telecast is still desired.

Involved is a set with a bracket, which the FCC desired that manufacturers install in future sets. The FCC has no legal authority over manufacturers; it was established to police the air waves and to grant licenses to stations to use air waves.

No such "bracket" as they proposed had ever been built commercially and no one knew, on September 1, when the FCC made its announcement, whether it could be built. Each owner of a TV set would have to pay a premium to the manufacturer of the new equipment if the scheme went through.

The FCC gave the manufacturers of television sets 30 days to agree to its plan and approximately 30 days more to revolutionize their assembly lines. None of this is within FCC's authority.***

Then the FCC, on its own, without any law, on October 10 announced that the "non-compatible" system had been adopted. Then the FCC does something which is beyond belief; it requested the RCA to hand over to CBS its own researches and studies for the three-color receiving tube which it has been developing at great expense.***

The whole thing has been thrown into court, but the FCC can utilize its licensing power and influence to force stations to obey its dicta.* * * *

The bureaucrats like to expand their power. They are empire-builders. They spread out their tentacles wherever they encounter no opposition. This is what is happening in TV-color.

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Gen. Harrison And The Newspapers
(Drew Pearson)

How not to get along in Washington was recently illustrated by William Harrison, former head of International Telephone and Telegraph, and now head of the National Production Authority. Summoning his division chiefs, he categorically instructed them that at no time were any of them ever to talk to the press.

Actually, Harrison's division chiefs are highly important and responsible individuals, quite capable of using their judgment in press relations. Most of them believe that newspaper support is far more important to their job of increasing war production than Harrison is to the newspapers.

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The Price Is Right!
(Dan Jenkins in "Hollywood Reporter"

Tell a TV producer that he can now erect a complete set for approximately five cents and he will probably buy you a drink out of sheer pity. Fact is, however, he can do precisely that with a device found in France by Sol Lesser. It's called Vistascope, invented by one Albert P. Dufour and snapped up by Lesser on a royalty basis. You have to see it to believe it, but the idea is to superimpose live action on photographs of actual scenes. The photo is placed in the Vistascope device, with the TV camera shooting through it to pick up live actors on a bare stage. Violating every known law of optics, the resultant shot shows both photograph and actors in perfect proportion and completely in focus. We saw a French demonstration film of the device last week, with one sequence purportedly taking place in the Paris Opera House. First the exterior is shown, then the interior with the manager and stage director entering and talking together. The director goes into a box seat, moves from one box to another - yet all this action actually was photographed on an empty stage. The settings were cutouts of postal cards, and postal cards retail at five cents. Lesser plans a public demonstration of the device in another week or two. Any TV producer who doesn't make tracks to see it should have his head examined.

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TRADE NOTES

A new "Service Parts Directory for RCA Victor TV Receivers", which speeds and facilitates selection of the proper replacement parts for RCA Victor television receivers manufactured from 1946 through June, 1950, has been announced by the RCA Tube Department.

Designed for the television service dealer or technician, the 80-page directory contains schematic diagrams and parts lists for 56 RCA Victor receiver models.

Rudolph J. Teichner, 51, Treasurer of the National Broadcasting Co., died of a heart attack last week following a golf match at Palisades, N.Y. He was a resident of Weehawken, N.J.

A second coaxial cable circuit from Indianapolis to Louisville, which made full-time network service available to the two television stations operating in the latter city, has been placed in service by the Long Lines of the American Telephone and Telegraph Company.

Some 30,000 balloons with postcards attached telling of the aims for ultimate economic co-operation in Europe were released in Bremen, Germany, by Americans during a fair exhibit. The balloons were one of the popular features of the exhibit, especially among the Bremen children who released the greater majority of them. Finders of these good will messages were invited to post the attached cards back to the releaser.

With the commentator's claim that the return of the postcards offered a possibility of observing wind direction and drift for military purposes, the Soviet-controlled radio attempted to distort a friendly cooperative gesture on the part of European peoples to make it appear as if Western Germans were becoming unwitting tools of "American specialists on bacteriological warfare."

The RCA Service Company has created a special service "package" that will offer purchasers of RCA Television Antenaplex Systems a complete service coverage, ranging from a preliminary survey and layout of the proposed installation to follow-up maintenance. Administered by a specially trained corps of commercial engineers, the new service has been established to meet the growing demand by hospitals, hotels, and apartment houses for the multi-outlet television antenna installation.

Heart of the "package" is the corps of Antenaplex technicians, located in key RCA television service branch offices, who are qualified to administer the survey-to-operation service and also train additional specialists as they are needed.

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